C
N48cZ6
1955/56

The City College Bulletin

One Hundred and Eighth Series, No. 3 September 1, 1955

BERNARD M. BARUCH SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION

FOR THE DAY AND EVENING SESSIONS

UNDERGRADUATE AND GRADUATE PROGRAMS

1955-1956

UNIVERSITY OF ILLINOIS

MAY 31 1962

LIBRARY

17 LEXINGTON AVENUE
(at Twenty-third Street)
NEW YORK, 10, N. Y.

THE BOARD OF HIGHER EDUCATION OF THE CITY OF NEW YORK

JOSEPH B. CAVALLARO, LL.B., LL.M., LL.D., Chairman

MRS. RUTH S. SHOUP, A.B., *Secretary*

	Term Expires June 30th
JOHN ADIKES, LL.B.	1958
*RENATO J. AZZARI, M.D., F.A.C.S.	1961
*HARRY J. CARMAN, A.B., Ph.B., Ped.B., A.M., Ped.D., Ph.D., L.H.D., LL.D., Litt.D.	1958
JOSEPH B. CAVALLARO, LL.B., LL.M., LL.D.	1964
*PORTER R. CHANDLER, B.A., B.C.L., LL.B., M.A., LL.D.	1961
*JOHN E. CONBOY, M.D., D.A.B.O.	1960
MISS GLADYS M. DORMAN, B.A., M.A., LL.B.	1960
ARCHIBALD F. GLOVER, B.S., P.E., LL.D.	1961
MRS. MARY S. INGRAHAM, A.B., L.H.D.	1964
JOHN J. MORRIS	1957
*SIMON H. RIFKIND, B.S., LL.B., Litt.D.	1963
*GUSTAVE G. ROSENBERG, LL.B.	1959
*ARTHUR ROSENCRANS	1958
JOSEPH SCHLOSSBERG	1956
*HENRY E. SCHULTZ, LL.B.	1962
MRS. RUTH S. SHOUP, A.B.	1962
MRS. ELLA S. STREATOR, A.B.	1956
*ORDWAY TEAD, A.B., LL.D., L.H.D., Litt.D.	1964
*CHARLES H. TUTTLE, A.B., LL.B., LL.D.	1957
ARLEIGH B. WILLIAMSON, B.A., M.A.	1963
CHARLES H. SILVER, LL.D.	(ex-officio)

MRS. PEARL MAX, A.B., *Administrator*

695 Park Avenue, New York

PRESIDENTS

BUELL G. GALLAGHER, Ph.D., D.D., LL.D., L.H.D.	The City College
GEORGE N. SHUSTER, Ph.D., LL.D.	Hunter College
HARRY D. GIDEONSE, M.A., LL.D., L.H.D.	Brooklyn College
JOHN J. THEOBOLD, C.E., Ph.D., LL.D.	Queens College

* Member, The City College Administrative Committee.

*CALENDAR

1955-1956

1955	
Sept. 7-14	Registration (Day Session)
Sept. 6-15	Registration (Evening Division)
Sept. 19	Monday, Beginning of Recitations, Fall Term
Sept. 26	Monday, No Classes
Oct. 12	Wednesday, Columbus Day (No Classes)
Oct. 17	Monday, Last Day for Filing Applications for Admission to the Spring Term
Nov. 1	Tuesday, Last day for reexaminations, makeup examinations, and removal of incomplete grades
Nov. 8	Tuesday, Election Day (No Classes)
Nov. 11	Friday, Veterans Day (No Classes)
Nov. 24-26	Thanksgiving Recess
Dec. 24-Jan. 2	Winter Vacation
1956	
Jan. 10	Tuesday, Last Day of Recitations (Evening Division)
Jan. 11-23	Final Examinations (Evening Division)
Jan. 13	Friday, Last Day of Recitations (Day Session)
Jan. 16-21	Final Examinations (Day Session)
Jan. 26-Feb. 2	Registration (Day Session)
Jan. 24-Feb. 3	Registration (Evening Division)
Feb. 6	Monday, Beginning of Recitations, Spring Term
Feb. 13	Monday, Lincoln's Birthday (No Classes)
Feb. 22	Wednesday, Washington's Birthday (No Classes)
Mar. 9	Friday, Last Day for Filing Applications for Admission to the Fall Term
Mar. 26-Apr. 3	Spring Vacation (Evening Division)
Mar.27-Apr. 3	Spring Vacation (Day Session)
Apr. 4	Last day for reexaminations, makeup examinations, and removal of incomplete grades
May 24	Thursday, Last Day of Recitations (Evening Division)
May 25-June 4	Final Examinations (Evening Division)
May 26	Saturday, Last Day of Recitations (Day Session)
May 30	Wednesday, Memorial Day (No Classes)
May 28-June 5	Final Examinations (Day Session)
June 13	Wednesday, Commencement
June 13-14	Registration (Summer Session)
June 18	Monday, Beginning of Recitations, Summer Session
July 4	Wednesday, Independence Day (No Classes)
Aug. 10	Friday, Last Day of Summer Session

* For Graduate Calendar see page 98.

TABLE OF CONTENTS

	Page
Calendar:	
Undergraduate	3
Graduate	98
Officers of Administration	5
Standing Committees	6
Instructional Staff	7
Administrative Staff	17
General Information	18
Residence and Citizenship Requirements	19
Fees	19
Guidance Program	20
Student Services	20
Veterans' and Armed Services Office	21
Student Organizations	22
The Degree of Bachelor of Business Administration:	
Admission	23
Course of Study	26
Specialization	28
Scholastic Standing	29
Honors and Prizes	32
Special Notice to C.P.A. Candidates	35
The Degree of Associate in Applied Science	36
Diplomas	36
Non-matriculated Students	37
Department Heads	37
Courses of Instruction:	
Accountancy	38
Art	43
Biology	44
Business Administration	44
Chemistry	66
Economics	66
Education	72
English	74
French	88
Germanic and Slavic Languages	75
Government	75
Graduate Studies	93
Hebrew	79
History	79
Hygiene, Health, Athletics	80
Italian	89
Law	83
Mathematics	84
Military Science	85
Music	85
Philosophy	86
Physics	86
Portuguese	89
Psychology	86
Radio and Television	87
Romance Languages	88
Science	90
Secretarial Studies and Office Management	42
Sociology and Anthropology	90
Spanish	89
Speech	90
Special Evening Courses	91
The Degree of Master of Business Administration	93
The Degree of Master of Public Administration	93
Index	100

BERNARD M. BARUCH SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION

OFFICERS OF ADMINISTRATION

BUELL G. GALLAGHER, Ph.D., D.D., LL.D., L.H.D. ..... *President of the College*

HARRY N. WRIGHT, Ph.D., LL.D. ..... *President Emeritus*

LEWIS MAYERS, Ph.D., LL.B. ..... *Acting Dean*

EMANUEL SAXE, J.D., Ph.D., C.P.A. ..... *Secretary of the Faculty*

RUTH C. WRIGHT, Ed.D. ..... *Dean of Students*

*ROBERT A. LOVE, Ph.D. ..... *Director, Evening Session, School of Business*

JOHN W. WINGATE, D.C.S. ..... *Assistant Director in Charge of Evening Session, School of Business*

E. I. FJELD, Ph.D., C.P.A. ..... *Assistant Dean in Charge of Graduate Studies*

CHARLES J. EBERHARDT, Ph.D. ..... *Assistant Dean in Charge of Guidance*

AGNES CLARE MULLIGAN, A.B. ..... *Assistant Registrar, in Charge at the School of Business*

LEO ROSENBLUM, Ph.D., C.P.A.
Assistant Director, Summer Session, in Charge at the School of Business

DAVID D. FELDMAN, M.A. ..... *Administrative Assistant, Graduate Studies*

EDWARD DURYEA DECKER, A.B. ..... *College Administrative Assistant, Office of the Dean*

HELEN RAY ..... *College Administrative Assistant, Office of the Dean*

WALTER L. KELLY, M.A. ..... *Placement Director*

GENERAL COLLEGE OFFICERS

MORTON GOTTSCHALL, J.D. ..... *Dean of the College of Liberal Arts and Science*

WILLIAM ALLAN, M.C.E., P.E. ..... *Dean of the School of Technology*

HAROLD H. ABELSON, Ph.D. ..... *Dean of the School of Education*

LESLIE W. ENGLER, M.S., P.E. ..... *Dean of Administration*

DANIEL F. [illegible]OPHY, M.D. ..... *Dean of Students*

FREDERICK C. SHIPLEY, M.A. ..... *Director of the Summer Session*

JEROME K. WILCOX, M.A. ..... *Librarian*

AARON ZWEIFACH ..... *Business Manager*

ROBERT L. TAYLOR, M.A. ..... *Registrar*

JOHN D. BURTON, M.S., C.P.A. ..... *Bursar*

* On leave.

FACULTY AND STAFF COMMITTEES—1955-1956

I. FACULTY COMMITTEES:

1. Committee on Committees: Prof. Brandt, Chairman; Profs. Martin, Saxe.

2. Committee on Undergraduate Curriculum: Acting Dean Mayers, Chairman; Dean Eberhardt, Profs. Albrecht, J. B. Cohen, L. Levy, Martin, Saxe, Stranathan, Thomas, Wingate, Miss Mulligan.

3. Committee on Graduate Studies: Acting Dean Meayers, Chairman; Dean Fjeld, Profs. Albrecht, J. B. Cohen, Martin, Saxe, Thomas, Wingate.

4. Committee on Course and Standing: Prof. Brandt, Chairman; Dean Eberhardt, Profs. Loucks, Tunick, Miss Mulligan, Mr. Ulitz.

5. Committee on Fields of Specialization: Prof. Albrecht, Chairman; Dean Eberhardt, Profs. Blum, J. B. Cohen, Martin, Osborne, Saxe, Thomas, Wingate, Miss Mulligan.

6. Committee on Evaluation of Business Experience: Prof. Sherritt, Chairman; Profs. Albrecht, Coppola.

7. Committee on Audio-Visual Aids: Prof. Gaw, Chairman; Profs. W. G. Adams, Colton, Griffin, Myer.

II. STAFF COMMITTEES:

1. Committee on Ceremonial Occasions: Prof. Hill, Chairman; Profs. Griffin, Osborne, Reinhardt, Mr. J. M. Kennedy.

2. Committee on Faculty-Staff Welfare: Prof. Thomas, Chairman; Profs. Chaykin, Stranathan, Mr. J. M. Kennedy, Miss Ray.

3. Committee on Library: Prof. Shultz, Chairman; Profs. Dickson, Leiter, Rosenblum, Thomas.

4. Committee on Prizes, Scholarships and Awards: Prof. Martin, Chairman; Profs. Arkin, J. B. Cohen, Dickson, Parker, Zimering.

5. Committee on Discipline: Profs. Bryngelsson, Coppola, Damon, plus three student members; (the seventh member to be selected by these six).

6. Committee on Student Activities: Prof. Stranathan, Chairman; Dean Wright, Profs. O'Leary, Sherritt, Messrs. H. G. Smith, Thompson; Chairman of Ticker Association; Faculty Advisor to Student Council; plus three student members.

7. Ticker Association: Prof. Hill, Chairman; Prof. Gaw, Messrs. Ranhand, Sullivan; plus four student members.

INSTRUCTIONAL STAFF

As of June 1, 1955

(Arranged alphabetically)

†Thomas L. Norton, Ph.D. ..... *Professor, Business Administration, and Dean*
‡Lewis Mayers, Ph.D., LL.B. ..... *Professor, Law, and Acting Dean*

Canute Hansen, M.A., D.D.S. ..... *Professor Emeritus, Hygiene*
David Klein, Ph.D. ..... *Professor Emeritus, English*
José Martel, Ph.D. ..... *Professor Emeritus, Romance Languages*
Justin H. Moore, Ph.D., J.D. ..... *Professor Emeritus, Law*
Herbert Ruckes, Ph.D. ..... *Professor Emeritus, Biology*
Joseph A. Von Bradish, Ph.D. ..... *Professor Emeritus, Germanic and Slavic Languages*
Louis Weinberg, B.A. ..... *Professor Emeritus, Art*

BERNARD M. BARUCH DISTINGUISHED LECTURERS

1954-1955

Brigadier General David Sarnoff
Thomas J. Watson
Frank Pace, Jr.

---

*Irving Ackerman, M.B.A. ..... *Lecturer, Business Administration*
Edward T. Adams, A.B., B.S., in L.S., M.A. ..... *Assistant Librarian*
Willard G. Adams, Ed.D. ..... *Assistant Professor, Education*
Arthur E. Albrecht, Ph.D. ..... *Professor, Business Administration*
*Milton Alexander, M.S. ..... *Lecturer, Business Administration*
Joseph C. Alfenito, M.D. ..... *College Physician*
*Sol Altschuler, M.B.A. ..... *Lecturer, Business Administration*
*Herbert Apfel, B.B.A., C.P.A. ..... *Lecturer, Accountancy*
*Samuel M. Arbeit, M.B.A. ..... *Lecturer, Business Administration*
Virgil N. Argo, Ph.D. ..... *Associate Professor, Biology*
Herbert Arkin, Ph.D. ..... *Professor, Business Administration*
Edward W. Arluck, Ph.D. ..... *Assistant Professor, Psychology*
*Jacob N. Aronoff, B.S. ..... *Lecturer, Accountancy*
*Marvin L. Aronson, Ph.D. ..... *Lecturer, Psychology*
Alejandro Arratia, M.A. ..... *Instructor, Romance Languages*
Maria T. Arratia, B.B.A. ..... *Lecturer, Accountancy*
*Daniel Aspis, M.A. ..... *Lecturer, Economics*
*Marie Astrachan, M.A. ..... *Lecturer, Speech*
*Charles Auerhahn, B.A. ..... *Lecturer, Business Administration*
Warren B. Austin, Ph.D. ..... *Assistant Professor, English*
*Victor S. Axelroad, B.S.S., LL.B. ..... *Lecturer, Speech*
*Howard Bachenheimer, B.B.A. ..... *Lecturer, Business Administration*
*Daniel Bacon, Jr. ..... *Lecturer, Business Administration*
*Marvin W. Baiman, M.B.A. ..... *Lecturer, Business Administration*
Benjamin Balinsky, Ph.D. ..... *Associate Professor, Psychology*
*Sidney Balsam, M.S. in Ed. ..... *Lecturer, Physics*
*Jules Band, M.A., LL.B. ..... *Lecturer, Accountancy*
*Bernard Barnett, B.B.A., C.P.A. ..... *Lecturer, Accountancy*
*Irving Barnett, B.A., LL.B. ..... *Lecturer, Economics*
Anthony J. Barranco, M.D. ..... *College Physician*
*J. Carroll Bateman, B.S. ..... *Lecturer, Business Administration*
William Battersby, Ph.D. ..... *Lecturer, Psychology*

† Through August 31, 1955.
‡ As of September 1, 1955.
* Evening Session only.

JOHN BAUER, Ph.D. ..... *Instructor, Psychology*
*HERBERT L. BECKER, M.A. ..... *Lecturer, Accountancy*
*NATHAN M. BECKER, Ph.D. ..... *Lecturer, Business Administration*
RUDOLPH G. BEDNAR, Ph.D. ..... *Instructor, Speech*
*NATHAN BELFER, S.B., Ph.D. ..... *Lecturer, Economics*
JEANNETTE L. BELY, M.A. ..... *Lecturer, Accountancy*
MAURICE BENEWITZ, Ph.D. ..... *Assistant Professor, Economics*
*JOSEPH S. BERENSON, B.C.S., LL.B., C.P.A. ..... *Lecturer, Accountancy*
*MOSES A. BERENSON, B.C.S., LL.B., C.P.A. ..... *Lecturer, Accountancy*
HUGO BERGENTHAL, Ph.D. ..... *Assistant Professor, Germanic and Slavic Languages*
*RICHARD BERGER, Ph.D. ..... *Lecturer, Business Administration*
*ALEXANDER BERLINER, A.B., LL.B. ..... *Lecturer, Economics*
*ABRAHAM BERNSTEIN, B.A. ..... *Lecturer, Business Administration*
*DAVID BERNSTEIN, M.A. ..... *Lecturer, Government*
*BENJAMIN BICKERMAN, B.B.A., LL.B., C.P.A. ..... *Lecturer, Accountancy*
*MURRAY BILMES, B.A. ..... *Lecturer, Psychology*
*LEON BIRNS, M.B.A. ..... *Lecturer, Business Administration*
MURRAY BISGAIER, LL.B. ..... *Lecturer, Government*
*RICHARD R. BJORNESS ..... *Lecturer, Business Administration*
*LOUIS BLACK, M.S. ..... *Lecturer, Business Administration*
*LAURA BLACKELL, M.A. ..... *Lecturer, Sociology and Anthropology*
DONALD J. BLANKENSHIP, M.A. ..... *Lecturer, Accountancy*
ROSEMARY A. BLISSERT, B.B.A., B.S. in L.S. ..... *Library Assistant*
*ARTHUR BLOCK, M.A. ..... *Lecturer, English*
*MAX BLOCK, C.P.A. ..... *Lecturer, Accountancy*
MILTON L. BLUM, Ph.D. ..... *Professor, Psychology*
*EDWIN BOCK, A.B. ..... *Lecturer, Government*
CLAUDE M. BOLSER, M.A. ..... *Lecturer, Business Administration*
ORESTE A. BONTEMPO, A.B. ..... *Assistant Professor, Romance Languages*
*ALBERT I. A. BOOKBINDER, M.A. ..... *Lecturer, Economics*
ROBERT E. BORGATTA, M.F.A. ..... *Instructor, Art*
EDITH H. BORNEMAN, Ph.D. ..... *Instructor, Hygiene*
*PHILIP BOTTFELD, M.A. ..... *Lecturer, Business Administration*
*LAZARUS J. BRAFFMAN, B.A. ..... *Lecturer, Accountancy*
*EDWARD BRANCATI, B.B.A. ..... *Lecturer, Business Administration*
WALTHER I. BRANDT, Ph.D. ..... *Professor, History*
*PATRICIA BRAUNSTEIN, M.A. ..... *Lecturer, Speech*
*LOUIS BRAVERMAN, M.A. ..... *Lecturer, Accountancy*
*ALEXANDER BRESSLER, B.B.A., LL.B., C.P.A. ..... *Lecturer, Accountancy*
*ABRAHAM J. BRILOFF, M.S., C.P.A. ..... *Lecturer, Accountancy*
*WAITE S. BRUSH, M.B.A. ..... *Lecturer, Business Administration*
LENNART G. BRYNGELSSON, Ph.D. ..... *Associate Professor, Accountancy*
*SOL S. BUCHALTER, M.B.A. ..... *Lecturer, Accountancy and Economics*
PAUL J. BURKE, Ed.D. ..... *Lecturer, Education*
*THOMAS J. BURKE, A.B. ..... *Lecturer, Business Administration*
*HERBERT BURSTEIN, A.B., LL.B., J.S.D. ..... *Lecturer, Economics*
JOHN D. BURTON, M.S., C.P.A. ..... *Associate Professor, Accountancy, and Bursar*
AUBISON T. BURTSELL, Ph.D. ..... *Assistant Professor, Chemistry*
*LEON P. CALAFIURA, B.A., LL.B. ..... *Lecturer, Romance Languages*
*THOMAS CAPEK, A.M., LL.B., J.S.D. ..... *Lecturer, Law*
VITO CAPORALE, M.A. ..... *Lecturer, History*
*ALF L. CARROLL, B.S., P.E. ..... *Lecturer, Business Administration*
MICHAEL CEFOLA, Ph.D. ..... *Lecturer, Chemistry*
DAVID CHALMERS, B.A. ..... *Lecturer, History*
*FRED CHARLTON, B.S. ..... *Lecturer, Business Administration*
IRVING J. CHAYKIN, M.B.A., C.P.A. ..... *Assistant Professor, Accountancy*
*MARY J. CHEESMAN, B.S. ..... *Lecturer, Hygiene*
MORRIS I. CHERNOFSKY, M.B.A., C.P.A. ..... *Lecturer, Accountancy*
PAUL H. CHOOK, M.S. ..... *Lecturer, Business Administration*
FRANK L. CINQUEMANI, A.B., M.S. ..... *Library Assistant*
*ALAN CLARK, M.A. ..... *Lecturer, Art*
*NORMAN P. CLEMENT, M.B.A. ..... *Lecturer, Business Administration*
*DAVID A. CLIMAN, B.S., M.B.A. ..... *Lecturer, Economics*
*WALTER F. COBB, M.D., M.P.H. ..... *College Physician*
*WILLIAM A. COBB, B.B.A. ..... *Lecturer, Business Administration*

*Evening Session only.

*Charles L. Cohen, B.B.A. — *Lecturer, Business Administration*
*Harry E. Cohen, B.C.S. — *Lecturer, Business Administration*
*Herman J. Cohen, Ph.D. — *Lecturer, Mathematics*
Jerome B. Cohen, Ph.D. — *Associate Professor, Economics*
*Morris Cohen, M.A., M.B.A. — *Lecturer, Economics*
Nathan B. Cohen, B.A., C.L.U. — *Lecturer, Business Administration*
*Aaron B. Coleman, A.B., LL.B. — *Lecturer, Law*
Raymond R. Colton, Ph.D. — *Associate Professor, Business Administration*
*Lorraine Colville, Ph.D. — *Lecturer, Government*
Donald Cooper, M.A. — *Lecturer, Biology*
*Phillip J. Cooperman, M.A. — *Lecturer, Business Administration*
Andrew J. Coppola, B.S., LL.B., J.S.D. — *Associate Professor, Law*
*Milton Cramer, B.C.S. — *Lecturer, Business Administration*
*Renée Crucil, B.A. — *Lecturer, Business Administration*
*Warren L. Cruikshank, A.B. — *Lecturer, Business Administration*
Orlando D'Amato, A.B. — *Instructor, Romance Languages*
Kenneth F. Damon, Ph.D. — *Associate Professor, Speech*
*Murray Davidson, M.D. — *Lecturer, Biology*
*Carl E. Deglialberti — *Lecturer, Business Administration*
*Theodore J. DeGomar, B.A. — *Lecturer, Business Administration*
Frank A. Delaney, M.A. — *Instructor, Speech*
*Arthur H. Desgrey, Ed.D. — *Lecturer, Hygiene*
*Bernard V. Deutchman, M.A. — *Lecturer, Accountancy*
*Arnold Diamond, Ph.D. — *Lecturer, Economics*
*Lawrence Dick, B.B.A., LL.B., C.P.A. — *Lecturer, Accountancy*
Robert C. Dickson, M.A. — *Assistant Professor, English*
Angelo Dispenzieri, B.B.A. — *Lecturer, Psychology*
*Arthur Doi, M.A. — *Lecturer, Mathematics*
*John J. Donohoe, M.B.A. — *Lecturer, Business Administration*
*Raymond J. Dougherty, Jr., B.S. — *Lecturer, Business Administration and Economics*
*Joseph A. Dowling, M.C.S. — *Lecturer, Accountancy*
*Kalman B. Druck, B.S. — *Lecturer, Business Administration*
*Herman M. Drucker, M.A., C.P.A. — *Lecturer, Accountancy*
Irving Dryman, B.S. — *Lecturer, Psychology*
*Ira Duchan, B.S., LL.B. — *Lecturer, Business Administration*
*Edmond L. Dupree — *Lecturer, Business Administration*
*Orson Durand, M.A. — *Lecturer, English*
*Samuel Dyckman, B.B.A., LL.M., C.P.A. — *Lecturer, Accountancy*
Charles J. Eberhardt, Ph.D. — *Professor, Hygiene, and Assistant Dean in Charge of Student Guidance*
*Wilbur Edel, Ph.D. — *Lecturer, Government*
Harold Eiberson, B.S.S., B.S. in L.S., M.A. — *Assistant Librarian*
*Eugene J. Eichenberg, A.B., LL.B. — *Lecturer, Business Administration*
Henry Eilbirt, M.S. — *Lecturer, Business Administration*
*Abraham Ellenbogen, B.B.A., M.A. — *Lecturer, Accountancy*
*Arthur Ellis, M.A. — *Lecturer, Sociology and Anthropology*
Ernest Erkkilla, M.A. — *Instructor, English*
Delman Eure, A.B., LL.B. — *Fellow, Law*
*Abraham L. Evans, B.A., LL.B. — *Lecturer, Law*
*Leo M. Evers, M.B.A. — *Lecturer, Business Administration*
*Victor R. Farhi, Ph.D. — *Lecturer, Economics*
*Laurence H. Feigenbaum, Ph.D. — *Lecturer, English*
*Arthur H. Feiner, Ph.D. — *Lecturer, Psychology*
Mortimer R. Feinberg, Ph.D. — *Assistant Professor, Psychology*
*Charles Feit, B.A., LL.B. — *Lecturer, Law*
*Sidney Feldman, B.B.A. — *Lecturer, English*
*Nathaniel Fensterstock, M.B.A., LL.B. — *Lecturer, Business Administration*
*J. Alexis Fenton, Ph.D. — *Associate Professor, History*
*Ernest Ferguson, Ed.D. — *Assistant Professor, Hygiene*
*Leonard O. Fischer, M.A. — *Lecturer, Economics*
*Glen S. Fitch, B.B.A. — *Lecturer, Business Administration*
E. I. Fjeld, Ph.D., C.P.A. — *Professor, Accountancy, and Assistant Dean in Charge of Graduate Studies*
*Monroe Flegenheimer, B.S. — *Lecturer, Business Administration*

*Evening Session only.

EARL E. FLEISCHMAN, Ph.D. ..... *Associate Professor, Speech*
*LLOYD S. FONG, M.A. ..... *Lecturer, Business Administration*
*ABRAHAM FORD, M.S. ..... *Lecturer, Economics*
*MICHAEL FOREST, B.C.S., LL.B., C.P.A. ..... *Lecturer, Accountancy*
*ELLIOT FOX, A.M. ..... *Lecturer, Government*
*WILLARD M. FOX, B.S. ..... *Lecturer, Business Administration*
JASPER F. FRAND, B.B.A. ..... *Lecturer, Business Administration*
*JOSEPH S. FRIEDLANDER, Ph.B. ..... *Lecturer, Business Administration*
*PHILIP FREUND ..... *Lecturer, Radio and Television*
KENNETH FREY, M.B.A. ..... *Lecturer, Business Administration*
*SHELDON R. FRYE ..... *Lecturer, Business Administration*
*MAURICE FRYEFIELD, B.A. ..... *Lecturer, Business Administration*
REID S. FULTON, M.A. ..... *Instructor, Economics*
*DAVID I. GAINES, Ph.D. ..... *Assistant Professor, History*
*MORRIS GALITZER, B.S., LL.B., C.P.A. ..... *Lecturer, Accountancy*
*EDWARD GARBER, B.B.A., C.P.A. ..... *Lecturer, Business Administration*
*WALTER C. GARDNER ..... *Lecturer, Business Administration*
*THOMAS V. GARVEY, M.C.S., LL.B. ..... *Lecturer, Accountancy*
WALTER A. GAW, Ph.D. ..... *Associate Professor, Business Administration*
HERMAN A. GAWER, Ed.D. ..... *Assistant Professor, Hygiene*
*MORTON GELLER, B.B.A., LL.B., C.P.A. ..... *Lecturer, Accountancy*
*WILLARD J. GERDAU, M.B.A. ..... *Lecturer, Accountancy*
*ELI GERVER, B.B.A., LL.B., C.P.A. ..... *Lecturer, Accountancy*
*BERNARD GLADSTONE, M.S. ..... *Lecturer, Accountancy*
*ABRAM GLASER, J.S.D. ..... *Lecturer, Law*
NATHAN S. GLASSMAN, B.C.S., LL.B., C.P.A. ..... *Lecturer, Accountancy*
*MIRIAM GLEBERMAN, B.S. ..... *Lecturer, Business Administration*
*FREDERICK GOLDEN, M.B.A. ..... *Lecturer, Business Administration*
*ABRAHAM GOLDSTEIN, B.C.S., LL.B. ..... *Lecturer, Law*
*PHILIP GOLDSTEIN, M.S. in Ed. ..... *Lecturer, Biology*
*MORRIS GOLLER, B.B.A., M.S. ..... *Lecturer, Accountancy*
*CHARLES GOODRICH, M.A. ..... *Lecturer, English*
*DAVID GORDON, M.S. ..... *Lecturer, Accountancy*
*ALBERT GORMAN, B.B.A. ..... *Lecturer, Psychology*
*BERNARD GOULD, B.B.A. ..... *Lecturer, Business Administration*
IRWIN GRACE, B.S.S. ..... *Lecturer, Music*
*IRVIN GRAHAM, B.A. ..... *Lecturer, Business Administration*
*STANLEY P. GRANT ..... *Lecturer, Business Administration*
*DAVID GREENFIELD, B.B.A., J.D., C.P.A. ..... *Lecturer, Accountancy*
*HARRY GREENFIELD, M.A. ..... *Lecturer, Economics*
WILLIAM I. GREENWALD, Ph.D. ..... *Assistant Professor, Economics*
IRVING GREGER, M.A. ..... *Lecturer, Student Life*
*HARRY GREISSMAN, B.S.S. ..... *Lecturer, Business Administration*
JOHN I. GRIFFIN, Ph.D. ..... *Assistant Professor, Economics*
STANLEY J. GROSS, M.A. ..... *Research Assistant, Student Life*
*CHRISTINE I. GRUGGEL, M.D. ..... *College Physician*
*MARK GRUNES, M.A. ..... *Lecturer, Psychology*
*ROBERT GUTMAN, M.A. ..... *Lecturer, Art*
*JORDAN HALE, M.S. ..... *Lecturer, Accountancy*
MYRON Q. HALE, M.S. ..... *Lecturer, Government*
LEO HAMALIAN, M.A. ..... *Tutor, English*
*HERMAN HAMMER, M.S. ..... *Lecturer, Business Administration*
*KARL HAND, M.B.A. ..... *Lecturer, Mathematics*
ELMER HARMON, A.B. ..... *Tutor, Economics*
*MARTIN M. HARMON, B.C.S., C.P.A. ..... *Lecturer, Accountancy*
*ERNEST HARTMAN ..... *Lecturer, Radio and Television*
*WALTER A. HARTMEYER, M.S., C.P.A. ..... *Lecturer, Accountancy*
MILLARD HASTAY, B.A. ..... *Lecturer, Economics*
*ROY B. HELFGOTT, M.A. ..... *Lecturer, Economics*
*CHARLOTTE R. HELLMAN, M.A. ..... *Lecturer, Accountancy*
ROBERT E. HENDERSON, M.A. ..... *Assistant Professor, Hygiene*
*BERNARD F. HERBERICK, A.B. ..... *Lecturer, Business Administration*
EDWIN A. HILL, M.A. ..... *Assistant Professor, Mathematics*
*BERNARD HIRSCHHORN, M.A. ..... *Lecturer, History*
*HAROLD HOFFMAN, B.B.A. ..... *Lecturer, Business Administration*

* Evening Session only.

*Leonard Hoffman, B.A., LL.B. ..... *Lecturer, Business Administration*
*Edward J. Hoyt, B.C.S. ..... *Lecturer, Business Administration*
David Hymes ..... *Lecturer, Business Administration*
Alfred Iacuzzi, Ph.D. ..... *Professor, Romance Languages*
*Arthur L. Iger, B.S. ..... *Lecturer, Business Administration*
*Seymour Isserson, B.B.A. ..... *Lecturer, Business Administration*
Donald Jacobs, M.A. ..... *Tutor, Economics*
*Irving Jacobs, LL.B. ..... *Lecturer, Business Administration*
*William Jacobs, A.B. ..... *Lecturer, Business Administration*
*Milton J. Jacobson, B.B.A., LL.B., C.P.A. ..... *Lecturer, Accountancy*
John Jaffe, Ph.D., C.P.A. ..... *Associate Professor, Accountancy*
*Judah L. Jaffe, B.S. ..... *Lecturer, Business Administration*
Roger M. Jones, B.A., B.S. in L.S. ..... *Library Assistant*
*Stephen L. Joseph, M.S. ..... *Lecturer, Economics*
Jules Joskow, Ph.D. ..... *Assistant Professor, Economics*
*Arthur Kahn, B.S., LL.B. ..... *Lecturer, Government*
Sanders A. Kahn, B.B.A., M.B.A. ..... *Lecturer, Business Administration*
Robert Kalechofsky, B.S. ..... *Lecturer, Mathematics*
*Daniel W. Kallman, B.C.E. ..... *Lecturer, Business Administration*
*Howard S. Kane, B.S. ..... *Lecturer, Business Administration*
*David Kaplan ..... *Lecturer, Business Administration*
*Lawrence J. Kaplan, M.A. ..... *Lecturer, Economics*
*Arnold M. Katz, B.B.A., C.P.A. ..... *Lecturer, Business Administration*
*Seymour Katzenstein, B.S. ..... *Lecturer, Economics*
George Kayser ..... *Science Technician, Physics*
*Jules Kean, M.B.A. ..... *Lecturer, Business Administration*
I. Harold Kellar, Ed.D. ..... *Assistant Professor, Business Administration*
*John T. Kelly, B.B.A., C.P.A. ..... *Lecturer, Accountancy*
Walter L. Kelly, M.A. ..... *Placement Director*
James M. Kennedy, B.S. ..... *Instructor, Mathematics*
*Adolph J. Kestenbaum, M.A. ..... *Lecturer, Accountancy*
Raymond Kestenbaum, LL.B., M.A. ..... *Lecturer, Speech*
*Cornelius Keyser, B.E.E., M.S. ..... *Lecturer, Business Administration*
Raymond L. Keywork ..... *College Science Assistant, Chemistry*
Joyce B. Kidder, M.A. ..... *Lecturer, History*
Mary E. Kirkbride, A.B. ..... *Registrar's Assistant*
Aaron Kirschenbaum, M.H.L. ..... *Lecturer, Hebrew*
*Seymour Klanfer, M.S. ..... *Lecturer, Business Administration*
Benjamin Klebaner, Ph.D. ..... *Assistant Professor, Economics*
*Albert S. Kleckner ..... *Lecturer, Business Administration*
*Irving Kleiman, M.A. ..... *Lecturer, Accountancy*
Murray Kleiman, M.A. ..... *Lecturer, Mathematics*
Abraham E. Klein, Ph.D. ..... *Assistant Professor, Accountancy*
*Jack Klein, B.B.A., C.P.A. ..... *Lecturer, Accountancy*
*Sidney Klein, A.B., B.S. ..... *Lecturer, Economics*
*Scotia B. Knouff, M.S. ..... *Lecturer, Sociology and Anthropology*
*Paul E. Koenigsberg, B.B.A. ..... *Lecturer, Business Administration*
*John Kohberger, Ph.D. ..... *Lecturer, Psychology*
*Lester Kohs, M.A. in Ed. ..... *Lecturer, Art*
*Robert Kornstein, B.B.A. ..... *Lecturer, Business Administration*
*Howard M. Koster, M.B.A. ..... *Lecturer, Accountancy*
*Harry P. Kraus, M.A. ..... *Lecturer, History*
*John Kraus, M.A. ..... *Lecturer, Speech*
*Arthur Kravitz, B.B.A. ..... *Lecturer, Business Administration*
*Herbert Kriedman, M.A. ..... *Lecturer, History*
*Murray Krieger, M.S. ..... *Lecturer, Business Administration*
*Marvin Kristein, M.A. ..... *Lecturer, Economics*
*Irving Kroll, B.B.A. ..... *Lecturer, Business Administration*
*Solomon R. Kunis, M.A. ..... *Lecturer, English*
Lillian Kushel, M.S. ..... *Lecturer, Business Administration*
*Roger N. Lagow, A.M. ..... *Lecturer, Romance Languages*
*Saul Landau, M.A. ..... *Lecturer, Mathematics*
*Jerome L. Langer, M.B.A. ..... *Lecturer, Business Administration*
*John LaPlace, Ph.D. ..... *Lecturer, Hygiene*
Oswald LaRotonda, M.D. ..... *Chief College Physician*

*Evening Session only.

*Thomas Lask, B.A.	*Lecturer, English*
Andrew Lavender, M.A.	*Tutor, English*
*Jerome L. Langer, M.B.A.	*Lecturer, Business Administration*
*Stanley Leavitt, M.B.A.	*Lecturer, Business Administration*
*Seymour S. Leff, M.S.E.	*Lecturer, Accountancy*
*Edwin R. Leibert, B.A.	*Lecturer, Business Administration*
Robert D. Leiter, Ph.D.	*Assistant Professor, Economics*
*Julius Lerner, B.S., LL.B.	*Lecturer, Law*
*Peter J. Leslie, M.E.	*Lecturer, Business Administration*
*Arthur Levine, A.M.	*Lecturer, Government*
Bernard Levine, M.A.	*Lecturer, Mathematics*
*Harold Levine, M.S.	*Lecturer, Government*
*Bernard W. Levmore, M.A.	*Lecturer, Business Administration*
*Leon Levy, B.S.S.	*Lecturer, Economics*
Louis Levy, M.A., LL.B.	*Assistant Professor, Speech*
William T. Levy, Ph.D.	*Instructor, English*
*Max E. Lewis, B.B.A., C.P.A.	*Lecturer, Accountancy*
*Henry Lieberman, B.B.A., C.P.A.	*Lecturer, Accountancy*
*Herbert A. Lien, LL.B.	*Lecturer, Law*
*Herman Limberg, B.A., J.D.	*Lecturer, Business Administration*
*Fred Linden, B.B.A., LL.B., C.P.A.	*Lecturer, Accountancy*
*Irwin Lipton, B.B.A.	*Lecturer, Business Administration*
*Edward J. London, A.M.	*Lecturer, Business Administration*
Russell D. Loucks, M.A.	*Assistant Professor, Mathematics*
†Robert A. Love, Ph.D.	*Professor, Business Administration and Director of Evening Session*
*Walter Lowenthal, B.B.A.	*Lecturer, Business Administration*
Thomas C. F. Lowry, M.A.	*Tutor, English*
Edward F. Lucia	*Lecturer, Hygiene*
*Charles Lunz, B.C.S.	*Lecturer, Government*
Beatrice V. MacBride	*Research Assistant, Student Life*
*Phillip MacDonald	*Lecturer, Business Administration*
Huxley Madeheim, M.B.A., P.E.	*Associate Professor, Business Administration*
*Paul Malamed, B.B.A.	*Lecturer, Business Administration*
Edward W. Mammen, Ph.D.	*Associate Professor, Speech*
*Armin W. Manning, M.A.	*Lecturer, Mathematics*
*David I. Margolis, M.B.A.	*Lecturer, Economics*
*Florence S. Marks, M.A.	*Lecturer, Student Life*
*Naiman Marr, M.E., M.B.A., C.P.A.	*Lecturer, Accountancy*
Charles Martin, J.D., J.S.D.	*Professor, Law*
*Christopher W. Martin, A.M.	*Lecturer, English*
*Joseph A. Martucci, B.B.A.	*Lecturer, Business Administration*
*Bernard Mason, M.A.	*Lecturer, History*
Kathryn E. Maxfield, Ph.D.	*Assistant Professor, Student Life*
*John W. McCalley, Ph.D.	*Lecturer, Economics*
*Helen M. McConnell, M.A.	*Lecturer, Accountancy*
*James McGarry	*Lecturer, Business Administration*
*Philip P. McGovern	*Lecturer, Business Administration*
*James T. McNamara, B.S.	*Lecturer, Business Administration*
Harry Meisel, M.A.	*Lecturer, Student Life*
*Ernest Mendels, M.B.A., Ph.D.	*Lecturer, Business Administration*
Vivian H. S. Mercier, Ph.D.	*Assistant Professor, English*
*Matthew E. Metlis, B.C.S., C.P.A.	*Lecturer, Accountancy*
Joseph D. Meyer, M.A.	*Assistant Professor, Speech*
*K. William Michelson, B.S.S., LL.B.	*Lecturer, Government*
*Daniel F. Milchman, Ph.G.	*Lecturer, Business Administration*
Charles H. Miles, B.A., B.S. in L.S., M.A.	*Library Assistant*
A. Edward Miller, M.B.A.	*Adjunct Professor, Psychology*
*Alfred N. Miller, B.B.A.	*Lecturer, Business Administration*
*Harold Miller, B.B.A.	*Lecturer, Business Administration*
*Leon A. Miller, B.B.A., C.P.A.	*Lecturer, Accountancy*
*Morris Miller, M.S.	*Lecturer, Accountancy*
*Stanley I. Miller, B.S., LL.B.	*Lecturer, Business Administration*
Jacob Mincer, B.A.	*Lecturer, Economics*

* Evening Session only.
† On leave.

*Bernard Mintz, M.A. ..... *Lecturer, Business Administration*
Samuel I. Mintz, M.A. ..... *Tutor, English*
*Belmira Miranda, M.A. ..... *Lecturer, Accountancy*
*Jules Mirel, B.A. ..... *Lecturer, Business Administration*
*James Mirollo, M.A. ..... *Lecturer, English*
Israel Mirsky, Ph.D. ..... *Lecturer, Mathematics*
*Max Misthal, B.B.A., C.P.A. ..... *Lecturer, Accountancy*
*Yetta G. Mitchell, Ph.D. ..... *Lecturer, Speech*
*Milton Mittleman, B.A. ..... *Lecturer, Sociology and Anthropology*
*David Morein ..... *Lecturer, Business Administration*
*Annette Morgen ..... *Lecturer, Business Administration*
*Benjamin Morris, B.B.A. ..... *Lecturer, Business Administration*
*Bernard H. Morris, M.A. ..... *Lecturer, Mathematics*
*Carl Morse, B.S. ..... *Lecturer, Business Administration*
Katherine E. Moyna, Ed.D. ..... *Instructor, Hygiene*
*John J. Moynahan ..... *Lecturer, Economics*
Agnes C. Mulligan, A.B. ..... *Assistant Registrar*
*Hubert W. Mullings, B.B.A., C.P.A. ..... *Lecturer, Accountancy*
*Carol J. Muntz, Ph.D. ..... *Lecturer, Economics*
John N. Myer, M.S. ..... *Assistant Professor, Accountancy*
Bernard Myers, Ph.D. ..... *Lecturer, Art*
*Sumner Myers, M.S. ..... *Lecturer, Business Administration*
Walter E. Nallin, Ed.D. ..... *Assistant Professor, Music*
*Rudolph C. Napoli, M.E., P.E. ..... *Lecturer, Business Administration*
*Arthur A. Natella, M.A. ..... *Lecturer, Romance Languages*
*Raymond E. Nelson ..... *Lecturer, Radio and Television*
John J. W. Neuner, Ph.D., C.P.A. ..... *Professor, Accountancy*
*Benjamin Neuwirth, C.P.A. ..... *Lecturer, Accountancy*
John H. Nixon, Ph.D. ..... *Assistant Professor, Economics*
*Leo A. Nunnink ..... *Lecturer, Accountancy*
*Charles L. O'Connor, A.B. ..... *Lecturer, Business Administration*
*Calvin Officer ..... *Lecturer, Business Administration*
Austin J. O'Leary, Ph.D. ..... *Professor, Physics*
*Thomas R. O'Malley, M.A. ..... *Lecturer, Psychology*
*Philip Oliver-Smith, M.A. ..... *Lecturer, Art*
John V. Orlando, B.S. in L.S., B.S.S. ..... *Library Assistant*
Agnes E. Osborne, Ph.D. ..... *Associate Professor, Education*
Roy N. Owsley, M.A. ..... *Assistant Professor, English*
*Saul Ostrow, Ph.D. ..... *Lecturer, Hygiene*
*Jennie M. Palen, B.C.S., C.P.A. ..... *Lecturer, Accountancy*
George M. Palmer ..... *Lecturer, Business Administration*
Charles Pappalardo, B.A., B.S. in L.S., M.S. ..... *Library Assistant*
Daniel P. Parker, Ph.D. ..... *Assistant Professor, Government*
*Walter B. Patterson, M.A. ..... *Lecturer, Business Administration*
*Joseph W. Pearson, B.A. ..... *Lecturer, Business Administration*
*Arthur R. Pell, M.A. ..... *Lecturer, Business Administration*
*Philip S. Pepe ..... *Lecturer, Accountancy*
*Francis Perrotta, B.S.S. ..... *Lecturer, Business Administration*
*Jacob Peshkin, M.A. ..... *Lecturer, Accountancy*
*Vincent J. Petillo, B.M.E. ..... *Lecturer, Business Administration*
William Pettit, B.S. ..... *Tutor, Physics*
*Sam-Pearce Pinkerton, M.A. ..... *Lecturer, Government*
*Philip J. Pinkus, M.A., C.P.A. ..... *Lecturer, Accountancy*
*Gavin Alexander Pitt, A.B. ..... *Lecturer, Business Administration*
Richard Plant, Ph.D. ..... *Assistant Professor, Germanic and Slavic Languages*
*Isidore Platkin, B.B.A., C.P.A. ..... *Lecturer, Accountancy*
*Bernard Plotkin, B.S. ..... *Lecturer, Mathematics*
*Edward Plunkett, B.A. in Ed. ..... *Lecturer, Art*
*Emanuel Pokart, M.B.A., C.P.A. ..... *Lecturer, Accountancy*
*Philip Posner, B.B.A. ..... *Lecturer, Business Administration*
Norman J. Powell, Ph.D. ..... *Associate Professor, Government*
Lillian E. Pritchett, A.B. ..... *Registrar's Assistant*
*Mario A. Procaccino, LL.B. ..... *Lecturer, Business Administration*
*Ralph Proodian, M.A. ..... *Lecturer, Speech*
*Charles T. Rabkin, B.B.A. ..... *Lecturer, Business Administration*

* Evening Session only.

Samuel Ranhand, M.B.A., C.P.A.	*Lecturer, Business Administration*
*Jo Ranson	*Lecturer, Radio and Television*
*Irving Raskin, B.A.	*Lecturer, Accountancy*
*Thomas H. Readyoff, M.A.	*Lecturer, Accountancy*
*Victor Reed, M.A.	*Lecturer, English*
William Regenbaum, M.A., C.P.A.	*Lecturer, Accountancy*
*Isidore M. Reich, M.A.	*Lecturer, Biology*
*John Reich	*Lecturer, Radio and Television*
Hedwig Reinhardt, Ph.D.	*Assistant Professor, Economics*
*Mildred Rendl, Ph.D.	*Lecturer, Economics*
*Aaron E. Rennert, B.B.A., LL.B.	*Lecturer, Business Administration*
*Philip Resnikoff, M.A.	*Lecturer, Psychology*
*Barnett Rich, Ph.D.	*Lecturer, Mathematics*
Mitchell S. Roberts, B.S.S.	*Lecturer, Business Administration*
*Alfred Roffman, B.B.A.	*Lecturer, Art*
*Florence Roll, M.A.	*Lecturer, Speech*
*Arthur W. Rose, B.C.S., C.P.A.	*Lecturer, Accountancy*
*Joseph Rosen, M.S.	*Lecturer, Biology*
John Rosenberg, M.A.	*Tutor, English*
Leo Rosenblum, Ph.D., C.P.A.	*Professor, Accountancy*
*Paul Rosenfeld, B.A., M.A.	*Lecturer, Music*
Irving Rosenthal, M.S.	*Assistant Professor, English*
Perry Rosove, M.A.	*Lecturer, Sociology and Anthropology*
*I. Arnold Ross, M.B.A., J.D., C.P.A.	*Lecturer, Law*
*William Ross, B.B.A., C.P.A.	*Lecturer, Accountancy*
*Edward Rothman, LL.B., LL.M.	*Lecturer, Law*
*Gloria Rubin, M.A.	*Lecturer, Psychology*
*Leonard G. Rubin	*Lecturer, Business Administration*
*Salvatore Rubino	*Supervisor, Audio-Visual Center*
*Gursell Ruderman, M.B.A.	*Lecturer, Business Administration*
Harry W. Rudman, Ph.D.	*Associate Professor, English*
*Bernard H. Rush, M.S.	*Lecturer, Psychology*
*Joseph M. Russakoff, M.A.	*Lecturer, Business Administration*
Earl H. Ryan, M.A.	*Assistant Professor, Speech*
Martin Sacks, Ph.D.	*Instructor, Biology*
Stanley Sadofsky, B.S.S.	*Lecturer, Sociology and Anthropology*
Frank Saidel, Ph.D.	*Instructor, Mathematics*
*H. Edward Saipher, M.A.	*Lecturer, Business Administration*
*William Salkind, M.B.A.	*Lecturer, Business Administration*
Ilma L. Sands, M.A.	*Instructor, Business Administration*
Joseph C. Sapora, M.A.	*Instructor, Hygiene*
Emanuel Saxe, Ph.D., J.D., C.P.A.	*Professor, Accountancy, and Secretary of the Faculty*
Irwin Sayer, A.M.	*Fellow, Government*
*Daniel E. Scanlan, B.B.A., C.P.A.	*Lecturer, Accountancy*
Stuart J. Scanlan, A.B., B.S. in L.S., A.M.	*Library Assistant, Library*
Walter Scharf, B.S.	*Lecturer, Chemistry*
*Herbert Schiller, M.A.	*Lecturer, Economics*
*Alfred Schimmel, M.S., LL.M.	*Lecturer, Business Administration*
Theresa N. Schneider, M.A.	*Lecturer, Accountancy*
*Harold Scholl, M.B.A., M.A.	*Lecturer, Speech*
*Max Schottland, M.A., C.P.A.	*Lecturer, Accountancy*
*Morris Schreier, B.A.	*Lecturer, Romance Languages*
Herman Schuler	*Science Assistant, Psychology*
*Louis Schultz, B.B.A., C.P.A.	*Lecturer, Accountancy*
*David Schur, B.S.S.	*Lecturer, Business Administration*
*Irving M. Schwarzkopf, M.E.	*Lecturer, Business Administration*
D. William Scotti, M.D.	*College Physician*
*Kalman Seigel, B.A.	*Lecturer, English*
*Max H. Seigel, M.S.	*Lecturer, English*
Nathan Seitelman, Ph.D., C.P.A.	*Associate Professor, Accountancy*
*Roy R. Senour, Ed.D.	*Lecturer, Student Life*
Frederick Sethur, Ph.D.	*Associate Professor, Economics*
*Leonard M. Shayne, B.S.	*Lecturer, Business Administration*
Lawrence W. Sherritt, Ph.D.	*Professor, Accountancy*
*Philip Shorr, Ph.D.	*Lecturer, History*

*Evening Session only.

*Howard M. Shulman, M.A. — *Lecturer, Business Administration*
William J. Shultz, Ph.D., LL.B. — *Professor, Business Administration*
Frank K. Shuttleworth, Ph.D. — *Professor, Student Life*
*Hyman Sidofsky, B.S. — *Lecturer, Mathematics*
*Jerome Siegel, M.B.A. — *Lecturer, Business Administration*
*David Silbert, B.S., C.P.A. — *Lecturer, Accountancy*
*Fred H. Sirkin, B.B.A., C.P.A. — *Lecturer, Accountancy*
Yustin Sirutis, M.A. — *Instructor, Hygiene*
Anne T. Smith, M.D. — *College Physician*
*Clair J. Smith, M.A. — *Lecturer, Speech*
*Genevieve Smith, M.S. — *Lecturer, Business Administration*
Harry G. Smith, M.S. in Ed. — *Instructor, Hygiene*
Max Smith, Ph.D. — *Assistant Professor, Psychology*
Wallace Sokolsky, M.A. — *Lecturer, History*
*Richard C. Solow, B.B.A. — *Lecturer Economics*
Maximiliano F. Soto, Jr., A.B. — *Tutor, Physics*
Ernest Speranza, A.M. — *Lecturer, Romance Languages*
*Philip Spiegel, M.B.A. — *Lecturer, Business Administration*
*Charles G. Spiegler, M.A. — *Lecturer, English*
*Samuel Spitzer — *Lecturer, Business Administration*
*Leonard H. Spring, B.S. — *Lecturer, Business Administration*
*Donald M. Stadd — *Lecturer, Business Administration*
*Homer A. Stebbins, Ph.D., J.S.D. — *Lecturer, Law*
*John Steer, A.B. — *Lecturer, Business Administration*
*Frances E. Stein, M.D. — *College Physician*
*Otto F. Steinbach, Ph.D. — *Lecturer, Chemistry*
*Frank Stern, M.A. — *Lecturer, Economics*
*Edward W. Stitt, Jr., M.A., LL.B. — *Adjunct Professor, Law*
Robert K. Stranathan, Ph.D. — *Associate Professor, Mathematics*
James V. Sullivan, LL.B., J.S.D. — *Assistant Professor, Law*
*Nathan Susskind, Ph.D. — *Assistant Professor, Germanic and Slavic Languages*
Louis E. Tabary, Ph.D. — *Assistant Professor, Romance Languages*
Abram Taffel, Ph.D. — *Assistant Professor, Romance Languages*
*Arthur Taft, B.S., LL.B., J.S.D. — *Assistant Professor and Director, Veterans' and Armed Services Affairs*
*James E. Tallent, B.S., C.P.A. — *Adjunct Professor, Accountancy*
*Alex Taller, B.S., P.E. — *Lecturer, Business Administration*
Edward G. Tarangioli, B.S., J.D. — *Instructor, Law*
*Emanuel Targum, M.S., J.S.D. — *Lecturer, Business Administration*
*Sidney Tarr, M.A. — *Lecturer, Speech*
*Abraham Tauber, M.A. — *Lecturer, Speech*
Florence Terrace, M.A. — *Instructor, Hygiene*
Samuel F. Thomas, Ph.D. — *Assistant Professor, Government*
Arthur Thompson, Ph.D. — *Lecturer, History*
Clement M. Thompson, M.A. — *Lecturer, Student Life*
Frank A. Thornton, M.B.A. — *Instructor, Economics*
*Michael Tolomeo, M.M. — *Lecturer, Music*
*William D. Trader, B.A. — *Lecturer, Business Administration*
*Solomon Traub, B.S., LL.B. — *Lecturer, Law*
William Troy, A.B. — *Lecturer, Romance Languages*
Stanley B. Tunick, Ph.D., LL.B., C.P.A. — *Professor, Accountancy*
*Harry Udoff — *Lecturer, Business Administration*
Bernard T. Ulitz, B.B.A. — *Assistant Registrar, Evening Session*
John E. Unterecker, M.A. — *Tutor, English*
David Valinsky, M.B.A. — *Assistant Professor, Business Administration*
*Kenneth Van Sise, M.B.A. — *Lecturer, Business Administration*
Henry H. Villard, Ph.D. — *Professor, Economics*
Festus J. Viser, M.S., M.B.A. — *Lecturer, Business Administration*
*A. A. Vogel, B.B.A., C.P.A. — *Lecturer, Accountancy*
*Edmond L. Volpe, Ph.D. — *Lecturer, English*
Joshua Wachtel, M.S., C.P.A. — *Lecturer, Accountancy*
Arthur Waldhorn, Ph.D. — *Instructor, English*
*Mark Wanderman, B.B.A. — *Lecturer, Business Administration*
*Harold N. Warsawer, M.B.A. — *Lecturer, Business Administration*
Howard D. Washburn, B.A., B.S. in L.S. — *Library Assistant*

*Evening Session only.

*William F. Weigel, B.S., LL.B. ..... *Lecturer, Law*
Lester Weinberger, B.S.S., B.S. in L.S., M.A. ..... *Library Assistant*
*Morton Weiner, B.B.A. ..... *Lecturer, Business Administration*
*Nathan Weiner, M.S. ..... *Lecturer, Physics*
*Robert E. Weintraub, Ph.D. ..... *Lecturer, Economics*
Daniel Weiss, M.A. ..... *Tutor, English*
*Harry K. Weiss, B.A. ..... *Lecturer, Business Administration*
*Samuel Weiss, B.B.A. ..... *Lecturer, Business Administration*
*Paul J. Wendell, M.B.A., C.P.A. ..... *Lecturer, Accountancy*
*Lewis M. Weston, B.B.A. ..... *Lecturer, Economics*
*Corning White, A.B. ..... *Lecturer, Business Administration*
*David C. White, B.S. ..... *Lecturer, Business Administration*
*Norman H. Wieseneck, B.B.A. ..... *Lecturer, Business Administration*
George W. Wilson, Ph.D. ..... *Professor, Chemistry*
Harold Wilson ..... *College Science Assistant, Chemistry*
*Arthur Wingate, B.A. ..... *Lecturer, Business Administration*
John W. Wingate, D.C.S. ..... *Professor, Business Administration and Acting Director, Evening Session*
Morris Winokur, Ph.D., Ed.D. ..... *Assistant Professor, Biology*
*James N. Wise, M.A. ..... *Lecturer, English*
Joseph A. Wiseman, M.B.A., C.P.A. ..... *Lecturer, Accountancy*
*Arthur A. Witkin, M.S. ..... *Lecturer, Psychology*
*Edith Wladkowsky, M.A. ..... *Lecturer, Psychology*
*George Wolfe, M.A. ..... *Lecturer, Hygiene*
*Monte A. Wolfson, M.S. ..... *Lecturer, Business Administration*
Philip Wolfson, M.B.A. ..... *Lecturer, Accountancy*
Frederic G. Woll, D.D.S. ..... *College Dentist*
*Benjamin B. Wolman, Ph.D. ..... *Lecturer, Psychology*
Ruth C. Wright, Ed.D. ..... *Associate Professor, Student Life, and Dean of Students*
Michael Wyshograd, Ph.D. ..... *Lecturer, Philosophy*
*Sheldon Zalkind, Ph.D. ..... *Lecturer, Psychology*
Ira Zasloff, Ed.D. ..... *Assistant Professor, Hygiene*
*Elliott Zeitlin, B.A. ..... *Lecturer, Business Administration*
*Sidney Zichlin, M.B.A. ..... *Lecturer, Business Administration*
Max Zimering, M.B.A., C.P.A. ..... *Assistant Professor, Accountancy*
Sheldon Ziss, B.B.A. ..... *Fellow, Economics*
*Joseph K. Zitrin, B.C.S., C.P.A. ..... *Lecturer, Accountancy*
William Zlot, M.A., M.B.A. ..... *Lecturer, Mathematics*
Elliot Zupnick, Ph.D. ..... *Instructor, Economics*

* Evening Session only.

PERMANENT ADMINISTRATIVE STAFF

As of June 1, 1955

(Arranged alphabetically)

William E. Anderson, B.S.	*Medical Office*
Anna G. Asbel, B.B.A.	*Day Session Office*
Sylvia M. Bauman	*Business Administration*
Therese R. Belsito	*Evening Session Office*
Vito J. Bochicchio, B.B.A.	*Evening Session Office*
Beatrice Borshof	*Plant Operation*
Harry Breitman	*Education*
Ada Brown	*Placement Office*
Melpo Cavonis	*Evening Session Office*
Audrey L. Collis	*Evening Session Office*
Frances Cooper	*Economics*
Edward D. Decker, A.B.	*Dean's Office and Student Guidance*
Alfonso F. De Luca	*Hygiene*
Edna De Mott, B.A.	*Veterans' and Armed Services Office*
Hyman Epstein, B.S.	*Evening Session Office*
Phyllis M. Esposito	*Accountancy*
David D. Feldman, M.A.	*Graduate Studies Office*
Robert E. Finnigan	*Receiving and Stores*
Grace Flagler	*Day Session Office*
†Shirley Gershberg, B.B.A.	*Day Session Office*
Albert Goldberg, M.A.	*Day Session Office*
Mildred Goldman, B.A.	*Day Session Office*
Blanche Goldwater, B.S.	*Audio-Visual Center*
James J. Gondiosa	*Receiving and Stores*
Dorothy Greenman, B.S.	*Business Administration*
Mabel L. Greiser	*Evening Session Office*
Rose Gruber	*Library*
Angeline Hanjoglou, B.B.A.	*Evening Session Office*
Constance Hicks	*Student Life*
†Constance Kennedy	*Graduate Studies Office*
Veronica Kennedy	*Plant Operation*
Anthony J. La Torre	*Evening Session Office*
Adele W. Lawrence	*Day Session Office*
You Yin Lee, B.A., M.B.A.	*Day Session Office*
Natalie Lewis	*Placement Office*
Dorothy B. Mann	*Student Life*
†Viola Martin	*Veterans' and Armed Services Office*
Edward J. May	*Plant Operation*
Gertrude C. Mouret	*Secretarial Pool*
Irving Potasky	*Evening Session Office*
Helen Ray	*Dean's Office*
Roslyn Riegel, B.B.A.	*Student Guidance Office*
Annabel V. Ryan	*Science Office*
Sheila Samuels	*Evening Session Office*
Janet E. Sargent	*Evening Session Office*
Rhoda Schwartz	*Evening Session Office*
Gloria F. Shapiro	*Dean's Office*
Germaine F. Sheahan	*Day Session Office*
Anne Solemnick	*Evening Session Office*
Gladys H. Solliday	*Business Manager's Office*
Mary M. Solomon	*Evening Session Office*
Gertrude J. Strassberg	*Evening Session Office*
Jean G. Sugarman	*Day Session Office*
Ruth Tepper	*Secretarial Pool*
Elizabeth V. Unikofsky	*Business Administration*
Eliot L. Wagner, B.S.	*Evening Session Office*
Joyce B. Weiss, B.A.	*Education*
Mabel W. Williams, B.S.	*Accountancy*
Evelyn H. Yochelson, B.S. in Ed.	*Bursar's Office and Secretarial Pool*

† On leave.

BERNARD M. BARUCH SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION

The City College of New York was established in 1847 as the Free Academy and is the oldest of the four colleges conducted by the Board of Higher Education of the City of New York. The other three are Hunter, Brooklyn and Queens.

The College comprises four schools—The College of Liberal Arts and Science, and the Schools of Business and Public Administration, Education and Technology. It conducts day and evening sessions and a summer session. Separate bulletins are issued by each of the Schools and the Summer Session. A Directory Number of the Bulletin gives the personnel of all the Schools and general information affecting the entire College.

The first course of study at the College leading to a diploma in the field of business was established as part of the Division of Vocational Subjects and Civic Administration in September, 1916. This was the curriculum leading to the Diploma of Graduate in Accountancy. In June, 1919, the Trustees of the College organized all the courses in accountancy and other courses connected with business and administrative work as a distinct School of Business and Civic Administration, with a separate Dean and Faculty. In May, 1953, by resolution of the Board of Higher Education in honor of a distinguished graduate of the College, the name of the School was changed to Bernard M. Baruch School of Business and Public Administration.

The offerings of the Baruch School of Business are designed to supply a basic curriculum of collegiate training and professional preparation for undergraduates and an intensive program of specialized instruction of graduate work for advanced students and adults. In the undergraduate curriculum the primary aim is to provide not only those fundamentals of cultural and personal training which help to equip the students for life, but also those elements of professional preparation which facilitate entrance into a chosen career of business, public service, or the teaching of commercial subjects.

Students who desire further training within an applied field of interest may pursue the course of study leading to the degree of Master of Business Administration, or Master of Public Administration, but even here the student is advised, and in some measure required, to undertake a program preparing him for the responsibilities which may be offered him during a broad career in business. Courses of a specific professional nature are provided for those who desire training in particular subjects and are, in part, intended to help adults to become more proficient in their work.

The City College of the College of the City of New York has been accredited by The Middle States Association of Colleges and Secondary Schools. The Baruch School of Business and Public Administration has, in addition, been accredited by The American Association of Collegiate Schools of Business. The curriculum of the School leading to the degree of Bachelor of Business Administration is accredited by the University of the State of New York as complying with the requirements for the baccalaureate degree. The School is also authorized by the University of the State of New York to offer the advanced degree, Master of Business Administration. In addition, it is registered by the University as a school of accountancy maintaining a satisfactory standard. (Completion of the course of Public Accountancy will entitle a graduate to admission to the New York State Examination for the C.P.A. certificate.)

The work of the School is conducted in the sixteen-story building at the southeast corner of 23rd Street and Lexington Avenue, constructed especially for it.

DEGREES AND DIPLOMAS

The School offers three degrees—that of Bachelor of Business Administration (page 23), Master of Business Administration (page 93), and Master of Public Administration (page 93). These degrees may be obtained in either the Day Session or Evening Session.

It also offers to students in the Evening Session only, Associate in Applied Science degree (page 36) and diplomas and certificates in special fields (pages 36 and 91). Furthermore, particular courses are also open to persons who are not candidates for a a degree or a diploma (page 91).

RESIDENCE AND CITIZENSHIP REQUIREMENTS

The governing statute opens admission to the School only to citizens who are actual residents of the City of New York except that under certain conditions these requirements may be waived. Such an exception has been made whereby non-resident civilians may be admitted as non-matriculated or post-graduate fee-paying students. However, non-matriculated students may enroll only for Evening Session courses.

To insure compliance with the requirement of actual residence, each student is required to affirm in writing that he is an actual resident of the City of New York and is not living or sojourning here for the purpose of attending the College.

Each student is required at the time of entering the School, to sign a pledge of allegiance to the Constitution of the United States and of the State of New York, and of obedience to the regulations of the College.

FEES

It is provided by law that: "The board (trustees of the College) shall furnish the benefits of collegiate education gratuitously to citizens who are actual residents of the city and who are qualified for admission to any regular undergraduate course of study leading to a baccalaureate degree and to any course of study in any preparatory, training or model school connected with any institution under their control; and they may furnish gratituitously or otherwise for male and female students, actual residents or employees of said city, and non-matriculated students, additional technical, professional and special courses of study and other educational advantages. In all courses and courses of study they may, in their discretion, require students to pay library, laboratory, locker and breakage fees and meet the cost of books and consumable supplies."

A. INSTRUCTIONAL FEES

1. No instructional fees are charged matriculated candidates for the Bachelor of Business Administration except as follows: (a) after a total of 128 credits has been attained, fees are charged for undergraduate credit-bearing courses at the rate of $10.00 per credit-hour and $6.00 for each clock-hour per week scheduled in excess of the number of course credits, except that a maximum tuition fee of $45.00 plus appropriate laboratory fees is charged for a course that counts not more than 4 credits; (b) laboratory fees are charged in a few courses to cover the cost of breakage and consumable supplies; (c) fees in graduate courses are charged at the rate of $10.00 per credit hour and $6.00 for each clock hour scheduled in excess of the number of course credits unless otherwise specified. (Such fees are charged to undergraduates only if taken in excess of 128 credits); (d) fees are charged for some non-credit courses as indicated under the course descriptions elsewhere in this bulletin.

2. Students who satisfy the subject-matter requirements but do not satisfy the qualitative requirements to become candidates for a baccalaureate degree are termed A.A.S. students. They are charged tuition fees for their courses at the rate of $7.00 per credit and $3.50 for each clock hour scheduled in excess of the number of credits, and may ultimately qualify for gratuitous instruction by maintaining scholarship standards fixed by the College authorities. (See page 25.)

3. Non-matriculated students, including candidates for diplomas in the Evening Session, are charged $10.00 per credit-hour, and $6.00 for each clock-hour per week scheduled in excess of the number of course credits except that course fees shall not exceed $45.00 per course, plus appropriate laboratory fees, where the course counts not more than 4 credits. However, non-matriculated students enrolled in graduate courses pay the fee required for the graduate course.

Students who do not satisfy admission requirements or who, although they do satisfy the admission requirements, do not follow a regularly approved program, will be classified as non-matriculated students.

4. Graduate students will be charged (a) $10.00 per credit hour in undergraduate credit-bearing courses and $6.00 for each clock-hour per week in excess of the number of course credits except that fees shall not exceed $45.00 per course, plus appropriate laboratory fees, where the course counts not more than 4 credits; (b) $10.00 per credit hour in graduate credit bearing courses and $6.00 for each clock hour scheduled in excess of the number of course credits. However, certain courses carry specific fees which are noted in the Schedule of Recitations.

B. NON-INSTRUCTIONAL FEES

1. All students applying for admission as matriculated students are required to pay a fee of $3.00, to cover the cost of the administration of aptitude tests or qualifying examinations before or immediately after admission to the College.

2. Applicants for admission to a course of study leading toward a graduate degree are required to pay an application fee of $3.00, which is non-returnable.

3a. All matriculated undergraduate, special and Associate in Applied Science students are required to pay a general fee of $5.00 at each fall and spring registration.

b. All graduate, non-matriculated and other students are required to pay a general fee of $4.00 at each Fall and Spring Registration.

c. All students pay a general fee of $4.00 at Summer Session registration.

Students who have paid the general fee in registering at one branch of the College may in that semester apply it against registration in another branch of the College by presenting their original receipt at the time of registration.

4. All Day Session students enrolled at the Baruch School are required to pay a student activity fee of $2.50 each semester. Evening Session students pay a student activity fee of $1.00 each semester.

5. Graduate and non-matriculated students who are permitted to enroll after the beginning of recitations must pay a late fee of $1.00 for each course. Other students must pay a fee of $2.00 for late registration.

6. Any student permitted to change his schedule of courses after it has been approved and registered must pay a fee of $2.00. In the Day Session a resignation from a course or courses is considered a change of program.

7. A fee of $1.00 is charged for each transcript of record issued, or the issuance of any duplicate office card.

8. A fee of $2.00 is charged when a special examination is given except that the total fees shall not exceed $6.00 if more than three examinations are authorized.

9. A fee of $2.50 per copy is charged Master's degree candidates for the binding of the thesis.

10. Laboratory fees are charged in some courses to cover the cost of breakage and of consumable supplies.

11. Students are required to purchase their text-books.

GUIDANCE PROGRAM

To assist students in meeting the problems of the curriculum, an educational guidance program has been instituted. This program is under the general direction of Assistant Dean Charles J. Eberhardt, aided by a group of General Advisers: Professors Burtsell, Gaw, Mammen, Stranathan, Tunick, and Mr. Decker. The Guidance Office is located in Room 205. In addition, each department of study offering specializations has a designated representative to advise students regarding its specializations.

Conferences with the Assistant Dean and the General Advisers are regularly scheduled with students, beginning in the lower freshman term, for the purpose of discussing curricular problems. Wherever necessary, the student is referred to the Testing and Guidance Division of the Department of Student Life, the Departmental Advisers, the Committee on Fields of Specialization, and other agencies of the College offering special services.

Students interested in teaching may consult a member of the School of Education Advisory Committee in Room 1109. Information concerning the tuition-free fifth year in teacher education may be obtained in the same office.

STUDENT SERVICES AND AIDS

In addition to the guidance program already mentioned, several agencies are designed to assist the student in various phases of his college work and activities. These include the Department of Student Life, the Library, and the Department of Hygiene.

The Department of Student Life has several divisions:

1. **The Division of Testing and Guidance** (Room 907) has two major functions. 1) It is the central agency of the College for the administration of major testing programs such as psychological, vocational, interest inventories and aptitude tests. 2) It is an agency through which students may receive counseling on personal, social and vocational problems.

The services of the Bureau are always available for any student having problems in these areas and will be particularly important when students are obliged to make definite decisions on change in schools within the College or determining a vocational objective. Help may be obtained on any problem which prevents a student from performing his work most effectively.

2. **The Division of Student Activities** (Room 921) is concerned with the enrichment of student life through all forms of extra-curricular experience. It organizes an orientation program for freshmen, counsels and advises student groups and societies, and administers the policies set forth by the faculty for the promotion and guidance of student activities. The division is in charge of the administration of the social centers of the Student Houses.

3. **The Veterans' and Armed Services Office** (Room 924) represents the official liaison between the students and Selective Service with respect to certifications and scholastic status. Students may also obtain from this office information concerning the various branches of the Armed Forces. In addition, veterans seeking admission or readmission to the College may obtain information regarding the advantages to which they are entitled under Federal and State Laws and are advised concerning the steps they should take to obtain these benefits. Veterans with special problems will be directed to the offices of the College from which special help may be obtained.

4. **The Placement Division** (Room 303) is under the supervision of the Faculty Committee on Employment. It canvasses employment possibilities and endeavors to place students at graduation in positions for which their training and experience have fitted them as well as to secure part-time employment for undergraduates.

The School of Education provides the services of an **Office of Teacher Placement** to assist students and graduates in locating and securing teaching and other educational positions in either out-of-town or local school systems. Futher information may be obtained in Room 112, Main Building.

The Students' Aid Association is a private membership corporation originally organized by a group of alumni, which grants pecuniary aid to the extent of its funds to such students as might otherwise find difficulty in completing their college course. Further information may be obtained in Room 921.

The School of Business Scholarship and Loan Fund is maintained for the purpose of extending small loans to students of the Day Session who are in need of money for the purchase of text books or other school necessities, or for school or class social affairs. The Fund is managed by a committee of three faculty members and three students. In addition another small loan fund has been set up to meet emergency needs for limited amounts. Day students interested in obtaining financial help should apply to the Office of the Dean of Students (Room 921).

The Howard C. Green Memorial Fund is a fund established by students, faculty, and alumni for Evening Session students in need of short loans to cover registration fees and book expenses. Further information may be obtained in Room 921.

The Radio Executives Club Fund is a fund established by radio executives to make emergency loans to meet the needs of Evening Session students. Evening students interested in obtaining financial help should apply to the Office of the Dean of Students (Room 921).

THE CITY COLLEGE STORE

By authority of the Board of Higher Education, the responsibility for the conduct of the City College Store is placed in the office of the Business Manager, the joint Faculty-Student Committee acting in an advisory capacity. The store is on the ninth floor downtown. It sells books, stationery, athletic supplies, and other articles needed by the students in their college work. The store attempts to so fix its prices that the the margin above cost will be sufficient to enable it to pay expenses and maintain a working reserve.

LIBRARY

The Baruch School Libraries are located on the second and third floors of the building.

The Reserve Book Reading Room is located in Room 206 and the general Periodical Room in Room 306. General Reference and Circulation services are secured through the Main Reading Room, Room 209.

Special facilities are provided for majors and graduate students in Accountancy, Business Administration, and Public Administration through the Business Reference Room (Room 307) and the Public Administration Room (Room 207). A reading room for the School of Education is located in Room 1111. The schedule of hours for all library rooms is posted outside of the Main Reading Room (Room 209).

For library facilities at the Uptown Center, students are referred to Guide to the Libraries, an annual reprint from the Beaver Handbook, which is available in the College Library.

PUBLIC RELATIONS BUREAU

The City College Public Relations Bureau keeps the public informed about the College's activities. All information about the College should be cleared by the Bureau before being released to outside news media. The Bureau maintains an office in Room 1521-A at the Baruch School of Business and Public Administration.

STUDENT ORGANIZATIONS

The By-Laws of the Board of Higher Education provide:

"The faculties shall through their appropriate committees supervise extra-curricular activities and may charter or otherwise authorize teams and publications. The faculties shall have full power to regulate, suspend or discontinue the extra-curricular activities of any student or group, in the interest of the effective conduct of the college or school as an institution of higher learning. Any group of students may form an organization, association, club or chapter by filing with an officer to be designated by the faculty (1) the name and purposes of the organization, association, club or chapter, (2) the names and addresses of its president and secretary or other officers corresponding in function to president and secretary, and (3) such other information as the President or Faculty may require. However, no group with a program against religion in general or against the religion of a particular group or any race shall be permitted to organize. No organizations, military or semi-military in character, not connected with established college courses shall be permitted without the authorization of the proper faculty and the Board. . . . The Faculty shall also be responsible for and shall supervise the use of the college name by organizations and clubs."

Acting under authority of these by-laws, the Faculty of the School has placed the supervision of student societies in the hands of its Committee on Student Activities. That committee has designated its Secretary, a member of the Department of Student Life, as the Officer with whom student organizations shall file the names of their officers and statements of their purposes as required by the Board by-law. Similar arrangements exist in the Evening Session.

The Department of Student Life has the responsibility of organizing, implementing and integrating the guidance program for the College, other than in the area of curricular guidance. As a part of this responsibility, the Department is charged with carrying out the policies concerning student activities as set down by the Faculty Committee on Student Activities.

A Student Council, composed of 29 members elected each semester by the students of the School, is chartered by the Faculty Committee on Student Activities to aid the Department of Student Life in the administration of student extra-curricular activities; to initiate action on policy in promoting the furtherance of student government, student activities and the general welfare of students at the College, all subject to approval of the Faculty Committee on Student Activities; and to award appropriate insignia or honors for superior merit in extra-curricular activities, for character and for service to the School.

In order to facilitate the work of Student Council, the Inter-Club Board, which consists of representatives of all recognized student organizations, functions as a part of Council and handles matters pertaining to club activities in conjunction with the Department of Student Life.

Among the student organizations of the School, the following have been recognized by the appropriate departments as supplementing the departments' instructional program:

ACCOUNTANCY: Accounting Society, Beta Alpha Psi (National Accountancy Honorary); BUSINESS ADMINISTRATION: Alpha Delta Sigma (National Advertising Fraternity for Men), Credit and Financial Management Society, Eta Mu Pi (National Retailing Honorary), Foreign Trade Society, Gamma Alpha Chi (National Advertising Fraternity for Women), Propeller Club, Real Estate Society, Retailing Club, Sales Management Society, Society for the Advancement of Management, Statistical Association; ECONOMICS: Economics Society; EDUCATION: Education Society, Kappa Delta Pi (National Education Honorary); GOVERNMENT: Public Administration Society; HYGIENE: Athletic Association, Intramural Board, Varsity Club; LAW: Law Society; PSYCHOLOGY: Psi Chi, Psychology Society; ROMANCE LANGUAGES: Language Workshop, Pan American Society; SPEECH: Debating Society, Theatron.

Lamport House is the School of Business center of The Student Houses of The City College, an organization formed by alumni and members of the teaching staff to aid in the development of extracurricular activities and to foster informal personal relationships among students, faculty, and alumni. The program is under the direction of Mr. Irving Greger of the Department of Student Life. Lamport House is located at 25 East 22nd Street.

Organized to serve the **students' religious needs and interests** are the B'nai B'rith Hillel Foundation, the Christian Association, and the Newman Club.

STUDENT PUBLICATIONS

The Ticker, a weekly newspaper supported by student activity fees, is published by the students of the Day Session. The Editor and Business Manager are selected each semester by the Ticker Association, composed of four students elected by the Student Council and four faculty members designated by the faculty. The staffs are selected by the Editor and the Business Manager.

The Reporter, a weekly newspaper also supported by student activity fees, is published by the students of the Evening Session. The Editor and Business Manager are elected each year by the Publications Association, composed of eight members elected by the student body.

The Lexicon, the School Yearbook, is published annually by the Senior Class.

The following periodicals are published by the corresponding student organizations: *Accounting Forum, The Business and Economics Review* (Economics Society), *The Intramural Leader, Lamport Planet, The Statistical Journal, Trade Scope* (Foreign Trade Society), *Observer* (Hillel), *Reveille* (Student Council), *Beaver Bulletin* (Inter-Club Board), *Action* (Students for Democratic Action).

THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION

ADMISSION

For admission to the freshman class a candidate must offer evidence of preparation in at least sixteen units of secondary school work and in addition must meet the quality standards explained below. A unit means the satisfactory completion of a year's work with recitation of at least four of five periods a week requiring preparation or equivalent school work in a subject not requiring preparation.

Of these sixteen units, nine are required to be in the following subjects as they are described below:

English ..... 4 units

The four units of English represent the amount of work usually completed in four years in a recognized preparatory school.

A modern foreign language ..... 2 units

Students are urged to present three units so that there will be more opportunity for free electives in college. The requirement may be met by presenting any one of the following: French, German, Italian, Portuguese, Spanish, Latin, Greek, or Hebrew. If Latin or Greek are presented for entrance, the student must begin a modern language in college and take it for at least four semesters—12 credits.

Mathematics ..... 2 units

The two units in Mathematics must include one year of Elementary Algebra; the second unit may be made up from the Mathematics electives listed below or bookkeeping. However, students are urged to take Intermediate Algebra in high school because if it is not presented for admission, it must be taken in college.

American History ..... 1 unit

The remaining units required for admission may be chosen from the following list:

Additional language ..... 1 to 5 units

That is, additional to the units of language mentioned above.

Mathematics—

Commercial Arithmetic	1 unit
Intermediate Algebra	½ to 1 unit
Advanced Algebra	½ unit
Plane Geometry	1 unit
Solid Geometry	½ unit
Trigonometry	½ unit

Social studies ..... ½ to 4 units

These include Economics, Civics, and History courses taken in addition to the required course in American History.

Science ..... ½ to 5 units

Commercial subjects ..... ½ to 5 units

Commercial subjects include Advertising, Bookkeeping, Business Training, Commercial Geography, Commercial Law, Foreign Trade, Marketing, Merchandising, Office Practice, Retailing, Secretarial Practice, Stenography, Typewriting. Entrance credit of one unit for one year's work is allowed in each of these subjects except Typewriting, for which one-half unit is granted for one year's work. A maximum of five units may be offered for commercial subjects exclusive of Commercial Arithmetic.

Other subjects ..... ½ to 3 units

Included in this area are Art, Music, Shop Work, Home Economics, and technical subjects. Only ½ unit will be allowed for a full year's work in subjects requiring little or no home preparation.

ADMISSION WITH CONDITIONS

A candidate who presents less than sixteen but as many as fourteen units of preparatory work, or who presents the full number of entrance units but who lacks not more than two units in the list of subjects specifically required, may, at the discretion of the Committee on Course and Standing, be admitted to the freshman class, provided, however, that he completely satisfy the entrance requirements within one year from the date of his admission (unless an extension of time be granted by the Committee on Course and Standing).

FORM OF CERTIFICATION

Evidence of the units of preparation required for admission may be given by presenting certificates from the New York City High Schools or other accepted schools.

Blank forms for this purpose may be obtained from the Office of the Registrar and should be filled out by the school authorities and sent to the Registrar's Office. Application for admission to the School for the spring semester, must be forwarded *not later than October 15 of the year preceding;* applications for admission to the School for the fall semester must be forwarded to the College *not later than March 15.*

Certifications are accepted from (1) public high schools of the City of New York; (2) high schools of New York State recognized by the Board of Regents; (3) high schools of the United States accredited by the Middle States Association of Colleges and Preparatory Schools or similar regional accrediting agencies. While certificates are accepted from schools on the accredited list outside New York City, all applicants are required to be permanent residents of New York City; this means that the immediate family of the applicant must be living in New York City.

Graduates of foreign institutions must present original transcripts and also certified English translations; no credential which does not give details of courses of study can be considered for matriculation. Further, it should be noted that all applicants for admission as undergraduates are required to be citizens of the United States or applicants for citizenship as well as residents of New York City.

METHOD OF ADMISSION TO DAY AND EVENING SESSIONS; MATRICULATED AND ASSOCIATE IN APPLIED SCIENCE STUDENTS

The following regulations now govern admission of candidates for the degree of Bachelor of Business Administration:

1. All applicants are required to take the entrance examinations not only for purposes of determining eligibility for admission but also for purposes of guidance. The examinations measure general achievement in high school subjects as well as general scholastic ability. Applicants who present exceptionally good high school averages may be admitted on the strength of the high school record alone.

2. The administrative authorities of the College determine, in the light of space facilities and financial resources, the number of new students that may be admitted each term to the Day Session.

3. Applicants will be ranked in order of merit in the composite score determined by the school average for the entire high school course and the scores made on the entrance examinations. They will be selected in order of rank until the Day Session quota is filled. The standard thus determined shall apply in both Day and Evening Sessions.

Students who are graduates of accredited high schools and who meet the subject requirements for matriculation but who do not qualify for admission as candidates for the baccalaureate degree may enroll in the Evening Session as A.A.S. students. Such students may pursue courses in the Evening Session under guidance, but they will be required to pay tuition fees for their courses at the rate of $7.00 per credit and $3.50 for each clock hour scheduled in excess of the number of credits.

Such A.A.S. students may subsequently become matriculated students with advanced standing as candidates for a baccalaureate degree provided they complete the first 15 to 29 credits in the Evening Session with at least a B average in an approved program, or complete 30 to 59 credits with an average midway between B and C, or complete at least 60 credits with a C average. All courses taken, whether successfully completed or failed, are considered in determining the student's status. The course of study followed shall be approved by the Director of the Evening Session, and shall include courses in foreign languages and mathematics.

Note 1: An approved program in the first 15 or more credits must include 1 course in Language, Mathematics or Science; in the first 30 or more credits it must include 2 courses in the area of Language, Mathematics or Science; in the first 60 or more credits the student must have completed Language and Mathematics.

Note 2: Students currently enrolled as "Specials" may continue in that classification or may transfer to the A.A.S. degree.

A Day Session student may be transferred to the Evening Session at the beginning of the semester provided he obtains permission therefor from the Registrar's Office prior to the registration period.

A matriculated Evening Session student is eligible to transfer to the Day Session provided he makes application to the Evening Session Office at the time designated therefor.

ADMISSION WITH ADVANCED STANDING

Students who are graduates of accredited high schools and who meet the entrance units requirements may be admitted on the basis of at least one full year's work (30 credits) at a recognized college or university with an average grade of B or its equivalent in percentage, or better. Alternatively, if they meet the high school average requirement for admission and have the required entrance units, they may be admitted provided that the average rating in their college work is at least C.

The number of credits allowed for work taken at an accredited college is determined after consultation with representatives of the various departments of study concerned. The student should have his college submit an official transcript, listing in detail the subjects taken and the grades attained, together with a certificate of honorable dismissal, and also should submit original credentials of his high school or preparatory work. The high school record should be certified on forms provided by this college; college records should be certified on the forms in use at the institution from which the student is transferring.

Courses completed with the grade of D at other institutions ordinarily will not be credited for advanced standing (exceptions are made in the case of students transferring from other city colleges under the jurisdiction of the Board of Higher Education), but the students may be excused from repeating such courses. Students who have completed certain courses in high school which are the equivalent of courses offered by the college are excused from repeating such courses and are allowed to continue those subjects in advanced courses.

Students dropped from other institutions for poor scholarship or for other reasons are not eligible for admission to The City College.

Students in other municipal colleges may, without serious difficulty, transfer to this school in order to pursue its professional curriculum, but they are advised to apply for a transfer before the beginning of their junior year in order not to incur the payment of fees for courses beyond the 128 credits allowed free of charge.

A student who has not been in continuous attendance and who returns to College after an interval of absence of one term or more, may be required to meet all curriculum and scholarship requirements in effect at the time of his return, subject to the action of the Committee on Course and Standing.

COURSE OF STUDY

A total of one hundred and twenty-eight (128) credits is required for the degree of Bachelor of Business Administration. Of these, between forty-four and seventy are devoted to what is described as the cultural base consisting of liberal subjects (very similar to those required in the College of Liberal Arts and Science of candidates for the degree of Bachelor of Arts). These subjects are pursued chiefly in the first two years of the course. The remaining credits are devoted almost entirely to courses deemed especially appropriate to the degree of Bachelor of Business Administration, twenty-four being devoted to required background courses in economic and business subjects, and at least twenty-four more to some field of specialization. In addition to the required cultural and business background courses, other free elective courses are required to bring the total credits to 128. The student has free choice in selecting these courses.

Each student is held responsible for observing the college regulations and meeting the curricular requirements as indicated in the School Bulletin and the Curricular Handbook.

A. CULTURAL BASE—PRESCRIBED FOR ALL STUDENTS

ENGLISH

English Composition—English 1, 2	4 credits
Advanced Composition—English 9	2 credits
Spoken English—Speech 1, 2, 3, 4	4 credits
Great Works of Literature—English 7, 8	4 credits

The Departments of English and Speech may excuse students who are sufficiently proficient in written and in spoken English from taking some courses normally prescribed, but credit will be allowed only in proportion to the time of residence work; and they may withhold credit and require additional work of students who are below standard in the use of English (English 01 and Speech 5).

FOREIGN LANGUAGE

A modern foreign language

(French, German, Hebrew, Italian, Spanish) ..... 0-12 credits

Six credits are required of the student who elects to continue a modern foreign language which he has studied for two years in high school and for which he presents the normal admission requirement of two units. A student who presents three units and elects to continue the same language will be required to take three credits. A student who presents four units in one modern language will be excused from taking any foreign language. In case a student begins a new foreign language in college, he is not required to take more than 12 credits. Students presenting only Latin or Greek for admission will be required to take at least 12 credits in a modern foreign language.

MATHEMATICS

One or two courses in Mathematics ..... 3-8 credits

(a) Mathematics 152 if Advanced Algebra is offered for entrance credit.

(b) Mathematics 151, 152 if Intermediate (but not Advanced) Algebra is offered for entrance credit. However, students failing Mathematics 151 must take the sequence Mathematics 150, 152.

(c) Mathematics 150, 152 if Intermediate Algebra is not offered for entrance credit.

NATURAL SCIENCE ..... 0-12 credits

The graduation requirement in natural science shall include a maximum of twelve credits of science with proper allowances made for courses taken in high school. The selection of a course or courses in college shall be such as will insure that between high school and college the student will have taken both a biological and a physical science.

In interpreting this regulation, the following categories have been set up based on High School Regents courses:

1) Students presenting from high school one year each of Biology, Chemistry and Physics will not be required to take any Science in college.

2) Students presenting one year of Biology and one year of either Chemistry or Physics will be required to take one semester of the third science not taken in high school or one year of either of the two sciences taken in high school.

3) Students presenting one year or more of Biology only, will take one year of a physical science in college.

4) Students presenting one year of either Chemistry or Physics or one year each of both sciences will take one year of Biology.

5) Students not presenting Biology, Chemistry or Physics from high school (such subjects as General Science, Earth Science are not considered) will take a year of Biology or a physical science, plus one semester in the other area.

6) Science 11, 12 may be substituted for any of the present science requirements.

PSYCHOLOGY

General Psychology—Psychology 1 ..... 3 credits

SOCIAL SCIENCE

Economic Principles—Economics 101 ..... 3 credits

Economic Policies—Economics 102 ..... 3 credits

American Government and Democracy—Government 1 ..... 3 credits

History of Civilization—History 1, 2 ..... 6 credits

ART AND MUSIC

Art Appreciation—Art 1 ..... 1 credit

History and Appreciation of Music—Music 1b ..... 1 credit

PHYSICAL EDUCATION

Hygiene ..... 4 credits

OPTIONAL REQUIREMENT ..... 3 credits

One three-credit course from among the following:

Introductory Sociology—Sociology 5

Introduction to Philosophy—Philosophy 1

Contemporary Issues of American Government—Government 2

B. ECONOMIC AND BUSINESS BACKGROUND PRESCRIBED FOR ALL STUDENTS

Principles of Accounting—Accountancy 101, and 102 or 103 ..... 6 credits

A non-accounting major may elect to take Accountancy 103 in place of 102. If, however, he later decides to major in accounting, he will lose credit for this course.

A student who has completed two or more years of bookkeeping in high school, upon application to the Department of Accountancy, may be excused from taking Accountancy 101 as part of the B.B.A. requirements.

Principles of Statistics—Economics 15 ..... 3 credits
Principles of Finance—Economics 20 ..... 3 credits
Business Management—Management 103 ..... 3 credits
Essentials of Marketing—Marketing 110 ..... 3 credits
The Law of Business Contracts—Law 101 ..... 3 credits

And a choice of one of the following three courses:

Labor Problems and Policies—Economics 4 ..... 3 credits
Resources and Industries of the United States—Economics 12 ..... 3 credits
Business Enterprise and Public Policy—Economics 36 ..... 3 credits

C. FIELDS OF SPECIALIZATION

In order to help students crystallize their professional objectives the Faculty has set up a Committee on Fields of Specialization to meet with students and assist them in their planning. Accordingly, each student who is a candidate for the degree of B.B.A. is required in his sophomore year to submit to the Committee a plan for his specialization embodying courses numbering at least 24 credits. These courses, directed toward the achievement of a specific vocational objective, should be elected by the student after consulting with persons in business, with various members of the Faculty, with the General and Departmental Advisers, and with the Committee on Fields of Specialization. After a specialization field has been approved and submitted to the Registrar's Office, any change therein or shifts from one specialization to another must be approved by the Committee. Assistance in the selection of an appropriate specialization is part of the over-all guidance program mentioned above.

It is important to note that the list of groups which follows is not exclusive. A special group of courses may be arranged and approved to fit any student's vocational objective. This is especially true where a student knows exactly what he intends to do upon graduation.

Specialization groups have been arranged in the fields listed below. They are described in detail in the Curricular Handbook which may be obtained from the Registrar's Office.

Accountancy
  1. Public
  2. Private
Advertising
Business Management
  1. Production Management
  2. Management of Small Business
Credit and Collection Management
Economic Policy
Finance and Investment
Industrial Psychology
Insurance
International Trade
Marketing Research
Office Management and Secretarial Studies
Personnel and Industrial Relations
Public Administration
Real Estate
Retailing
Sales Management
Statistics
Teaching of Business Subjects

D. OPTIONAL ELECTIVE COURSES

The total credits for a baccalaureate degree shall be one hundred and twenty-eight, and the credits beyond those accounted for in the preceding group needed to make up this amount may be acquired by the completion of courses to be freely elected from the entire list offered in the College.

BUSINESS EXPERIENCE

Candidates for the degree of Bachelor of Business Administration may earn not more than eight credits toward the degree by actual business experience. The Faculty Committee on Evaluation of Business Experience will pass on the nature and scope of the work for which credit is to be awarded. In general, it should be concurrent with registration in the college and must have required initiative and judgment; it should also be related to the student's chosen field of specialization. Credit will not be given for mere routine service in a commercial house. Also the credit received for training courses in Advertising 320-321, Credit 370-371, Insurance 380-381, International Trade 348-349, Management 308-309, Marketing 313-314, Retailing 330-331 or 9531, Real Estate 390-391, Business Statistics 350-351, Economics 300, 301 and Public Administration (Government 200) must be deducted from the eight-credit maximum which a student may receive for business experience. A student expecting to offer business experience for credit toward the degree of Bachelor of Business Administration shall file with the Committee on Evaluation of Business Experience a complete record, with supporting evidence, not later than January 15th in the fall term or May 1st in the Spring term.

PRE-PROFESSIONAL COURSES

The curriculum leading to the degree of Bachelor of Business Administration is accepted by the University of the State of New York as complying with the requirements for the baccalaureate degree. This curriculum is organized in the same general way as the liberal arts course of study into a prescribed and elective portion. The work taken during the freshman and sophomore years parallels closely that taken by a liberal arts student, except that the business candidate includes one year of Accountancy and additional work in Economics. Only during the junior and senior years does the B.B.A. candidate specialize in some phase of business, and even during these two years the student is afforded the opportunity to take electives in liberal arts subjects. In view of the broad cultural base required of its students and the opporunity afforded them for liberal elective subjects, the work of the School of Business is accepted on a par with the curriculum of liberal arts as a preliminary to the study of Law.

The minimum requirement for admission to most law schools is three years of college work based upon an approved high school course.

It should be noted that the requirements set forth above are in all cases minima; many professional schools now require more than the minimum. Students should consult with the professional schools directly for further information.

SCHOLASTIC STANDING

Ratings for Academic Work

Grades for courses which have been completed through the final examinations are indicated by one of six letter grades. These are: A, which indicates excellent work; B, very good work; C, average work; D, below average but still passing; E, a condition; and F, a failure.

Three additional letter grades are used when courses are discontinued before the end of the semester, namely: G, a failure when a student is dropped from a course for poor scholarship; H, a failure for excessive absences; and J, a resignation without penalty. (This may be granted only by the Assistant Dean or the Registrar's Office—not by an instructor).

Two additional grading notations are also used, namely: "—% Abs." and "—% Inc." (Incomplete). The former signifies that the course was completed except for the final examination; the latter, that although the student was in attendance through the end of the semester and took the final examination, he still lacked a report which the instructor is willing to accept for a limited time after the end of the semester but not after the final date for reexaminations.

In the remedial courses (English 01, Hygiene 01, 051, and Speech 5), the grades A through D are not used but simply a P when the course is passed. A student assigned to a remedial course should note that failure to attend and to fulfill the regular assignments for removing a deficiency may result in dismissal from the college.

The grades A, B, C, D, F, G, H, and J are final grades and cannot be changed except under special condition (see below). The grades E, —% Abs., and —% Inc. are temporary grades and require further action as follows:

In the case of the E grade which *may* be used where a student has been doing satisfactory work during the term but fails his final, a student must take a reexamination at a time set by the Registrar early in the semester following the one in which the E was earned. If the reexamination is passed, the final grade becomes a D; if not, an F. However, if in the second semester a student is doing satisfactory work in a course in the same department for which the conditioned course is a prerequisite, he *may at the discretion of the department* be given a D and excused from the reexamination. Further, a) if the reexamination is not taken on the date, the grade becomes an F; b) if the student is dropped from college, all unresolved E grades become F's unless the Committee on Course and Standing rules otherwise; c) only two E's are allowed in any one semester, all additional E's becoming F's.

In the case of the "—% Abs." grade, the student who has missed the final examination for cause and whose grade is 60% or better, must apply to the Registrar's Office (Day or Evening Session) for permission to take a make-up examination. He should apply for this permission as soon as possible but not later than within two weeks of the date that the examination was given, unless very special circumstances prevent his writing a letter or calling at the Office. If permission is granted, the examination may normally be taken only in the semester immediately following the one in which the course was taken. Unless such application is made, permission granted, and the make-up examination taken and passed at the time specified, the grade in the course will be a failure irrespective of the term grade. In the case of the "—% Abs." grade (unlike the E grade), a student may not be excused from taking a make-up examination by virtue of doing satisfactory work in a subsequent course. Further, the final grade may be whatever grade is earned (A through F) just as if the make-up examination were an original final examination. If the grade is 50% to 59% the application for permission to take the make-up examination must be made to the Committee on Course and Standing; if below 50% the grade automatically becomes a failure.

In the case of the "Inc." grade, the necessary work must be completed by the date of the reexaminations in the semester following that in which the grade was given except in Hygiene 1 and the remedial courses (English 01, Hygiene 01, 051, and Speech 5). If the work is not so completed, the "Inc." grade will become an F unless some other grade is recommended by the instructor concerned. In the remedial courses, an "Inc." means that the student must continue in the remedial course for another semester. A student who is not able to meet the minimum swimming requirement in Hygiene 1 or 51 will be assigned to Hygiene 01 or 051 whether his grade for the course was an "incomplete" or a passing grade. While a student who had "Inc." in Hygiene 1 or 51 is doing satisfactory work in Hygiene 01 or 051, the "Inc." will be kept pending. A student, once assigned to Hygiene 01 or 051, may not register in Hygiene 2 or 52 until requirements in 01 or 051 have been met.

A grade once filed in the Registrar's Office or the Evening Session Office can be changed only with the approval of the Committee on Course and Standing on certification by the instructor that he has made an error in computing the grade and specifying the type of error involved. Such a recommendation shall be approved by the Department Chairman or Sub-chairman before being submitted to the Committee on Course and Standing.

Further, the Committee on Course and Standing has ruled that the submission to the instructor of term papers or other reports after the grades have been filed is not an adequate reason for a change of grade unless the original grade was "Inc." (incomplete).

Scholarship Requirements

A "C" average in all courses taken is required for graduation.

For computing scholarship on the basis of a C average the following formula is used: each credit in A = 2 points plus; in B = 1 point plus; in C = 0; in D = 1 point minus; in F, G, or H = 2 points minus; in J = 0. The cumulative average is based

on all courses taken not only at City College but also at Hunter, Brooklyn and Queens Colleges.

Normally a student is not permitted to repeat a course that he has already passed. In the event that he is permitted to do so, the second grade is not counted in computing the scholastic average unless the Committee on Course and Standing so authorizes. Furthermore, the privilege of repeating a course already passed requires the payment of tuition fees at the rate paid by non-matriculated students. A student receiving the grade of F, G, or H in a prescribed course shall repeat that course at the next earliest opportunity.

A student may, without warning, be dismissed from the college if:

a) his cumulative average drops to —15 or more below a C average

b) he fails to meet probationary terms

c) he fails a single course three times

d) he fails to pass 60% of his work in one semester in the day session or in one year in the evening session, or he fails all courses in one semester in the evening session.

In general, a re-entering student will be expected to meet the scholarship and curricular requirements in force at the time of his re-entry and not those in force at the date of his original admission.

Enforcement and Appeal

The proper Registrar's Office (Day or Evening Session) will apply and enforce all rules on Scholastic Standing. Appeals from these rulings should be addressed to the Committee on Course and Standing. Day Session students will file such appeals in the Assistant Dean's Office (Room 205); Evening Session students in the Evening Session Office (Room 6).

STUDENT PROGRAM LOAD

All matriculated students, whether attending in the Day or Evening Session, are required to follow the course sequence prescribed for the degree as outlined by the Registrar's Office. A student who wishes to exceed any of the program limits listed below must obtain permission of the Committee on Course and Standing.

(a) FULL PROGRAM TAKEN BY:

(1) Day Session Student in Day Session or Combined Day and Evening Sessions

(2) Evening Session Student taking work in Afternoon and Evening Classes

The normal number of credits per term is 16. Permission to take 17½ credits is granted only to students whose records are C+ or higher. A student taking a combined afternoon and evening program may normally not carry more than 9 credits in the evening (after 5:50 p.m.).

A student who has had during the preceding term an average grade of "B" and has not fallen below a "C" in any subject may carry 18 credits without specific permission of the Committee on Course and Standing.

Students whose scholastic average for any term is distinctly below C, but not so low as to justify dismissal, are permitted to register during the succeeding term for a schedule of not more than 12½ credits.

Entering freshmen are required to attend a weekly assembly, lasting one hour. The purpose of these assemblies is to familiarize the new students with the traditions and activities of the School and also to give them the benefit of faculty guidance during their first, and in some respects most difficult, term.

(b) AN ALL EVENING SESSION PROGRAM

The maximum program load that may be carried by a first-term undergraduate student in the Evening Session is seven credits after 5:50 p.m. In subsequent terms the maximum number of credits allowed is nine.

Students whose average for any term is distinctly below C, but not so low as to justify dismissal, are limited to reduced schedules for the succeeding term.

Entering freshmen are required to attend assemblies not exceeding one per week for one term for purposes similar to those described above for the day session students.

(c) SUMMER SESSION PROGRAM

The maximum program load allowed in an all day or a combined day and evening program in the eight-week Summer Session is nine credits; in an all evening program, six credits.

Note: If a student plans for any reason to take courses simultaneously at the School of Business and any other educational institution, he must obtain permission to do so in advance from the Committee on Course and Standing. In general, the combined programs must not exceed the limits established above.

ATTENDANCE

Students are expected to attend every college exercise for which their courses provide. Frequent absence or unsatisfactory work due to absence may be followed by exclusion from particular courses or by suspension from college. Absences may be excused upon submission of a medical note to the Registrar's office. However, students are required to make up the work missed and excessive absences, *excused or unexcused,* preclude the possibility of credit for the course.

Normally a student may not receive credit for a course, irrespective of the quality of his work, unless he attends for a minimum of 85% of the class hours; the remaining 15%, approximately two weeks of work, may cover only excused absences.

Students late for any college period may be excluded from the room and marked absent.

CLASS ENROLLMENT

In the Day Session, each student is regarded as enrolled in one of eight classes, according to the number of credits he has earned, as follows:

For	Upper Freshman	12 credits
"	Lower Sophomore	28 "
"	Upper Sophomore	45 "
"	Lower Junior	61 "
"	Upper Junior	78 "
"	Lower Senior	94 "
"	Upper Senior	111 "

No student, however, shall be enrolled as a sophomore until he has removed all entrance conditions.

In the Evening Session the class descriptions are as follows:

Class	Credits	Class	Credits
1 Fr.	0 to 5	1 Sr.	93.5 to 104
2 Fr.	5.5 to 14	2 Sr.	104.5 to 117
3 Fr.	14.5 to 23	3 Sr.	117.5 and over
4 Fr.	23.5 to 32	Graduates	
1 So.	32.5 to 44	Permits	
2 So.	44.5 to 59	Diploma Non-Matriculated	
1 Jr.	59.5 to 77	Certificate Non-Matriculated	
2 Jr.	77.5 to 93	Non-Matriculated	
		Associate in Applied Science	

HONORS

First Term Honors. For the two or three highest records in the first term of B.B.A. program. Known as Dean's List.

Second Year Honors. For those students following a regularly assigned program of studies leading to a degree there shall be three grades of general honors at the close of the second year.

Highest second year honors shall be given for the grade A in courses counting at least 50 credits, with the remaining grades B.

High second year honors will be given for the grade A in courses counting at least 30 credits, with the remaining grades B.

Honors shall be given for the grades A and B in courses counting at least 55 credits.

GRADUATION HONORS. At graduation three grades of honors shall be granted as follows to students receiving baccalaureate degrees:

A degree *summa cum laude* to students who have received the grade A in 85 per cent of their credits, with no grade below C.

A degree *magna cum laude* to students who have received the grade A in 60 per cent of their credits, with no grade below D.

A degree *cum laude* to students who have received an average grade of B in all credits taken.

PRIZES AND MEDALS

A number of prizes, medals, and awards have been established for the College as a whole and are available to students of the Baruch School of Business and Public Administration equally with students of the other schools of the College. Information regarding them may be obtained in the Directory number of The City College Bulletin.

The following prizes and medals are available only to students of the Bernard M. Baruch School of Business and Public Administration:

STROOCK PRIZE—A small monetary prize given to the senior of the School, Day and Evening Sessions, who shall have made the best average in his field of specialization.

HENRY WOLLMAN PRIZE—Two small monetary prizes to be awarded "to such worthy, meritorious students in the School of Business and Civic Administration as shall be designated from time to time by the Trustees, the Dean of the School, or the President of the College."

HINDS MEDAL IN ACCOUNTANCY—Established by the Department of Accountancy in memory of the late George Kent Hinds, formerly an instructor in the Evening Session. The medal is awarded annually to the senior in the Day or Evening Session in the School for the highest average in the fundamental and specialization courses in Accountancy.

LOUIS GREENBAUM MEMORIAL AWARD—A gold medal is awarded from time to time by the Kappa Phi Sigma Fraternity to a student in the Evening Session of the School for outstanding service, character, and scholarship.

SIGMA ALPHA AWARD—A scroll is awarded at Commencement by Sigma Alpha, the undergraduate honorary society, to that senior who has most distinguished himself in scholarship and service.

THE NEW YORK STATE SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS AWARDS—Monetary prizes awarded to two members of the graduating class, majoring in Accountancy, for excellence in Accountancy studies.

MONROE D. FRANKLIN MEDAL—Established by his family in memory of Lieutenant Monroe D. Franklin, B.B.A. 1939, who was killed in action in the Philippines on January 17, 1942. The medal is awarded annually to a senior of the School who has excelled in scholarship and the personal qualities of integrity and leadership.

THE SOCIETY FOR THE ADVANCEMENT OF MANAGEMENT GOLD KEY—An award to the graduating senior at the School, majoring in Management, who has the highest average in the subject and who, in the opinion of the Dean, the Chairman of the Department of Business Administration and a committee of teachers of management, possesses the greatest promise of ability and leadership in Management.

UPSILON DELTA SIGMA AWARD—A plaque awarded annually to a male senior who has contributed outstanding service to the School, in memory of three former students, members of the fraternity, who were killed in World War II.

COOPERATIVE RETAIL TRAINING PRIZES—Two annual prizes awarded by the Executive Committee on Cooperative Retail Training, a group of major executives representing retailing organizations cooperating with the Department of Business Administration:

1. A $50 prize to the graduating senior in the Retail Cooperative Program of the Department of Business Administration who has the highest average in all the courses applicable to his field of specialization.
2. A $25 prize to the student in the Retail Cooperative Program writing the best store report for the school year.

DEPARTMENT STORE ECONOMIST PRIZE—A $50 prize to the student specializing in retailing who has done the most to develop the retailing program at City College.

EDWARD M. PASTER MEMORIAL AWARD—Annual award of $25 to a graduating male senior for scholastic achievement in Accountancy and extra-curricular activities in the same field.

THE REAL ESTATE BOARD OF NEW YORK AWARD—An annual award of $100 to the senior in the Day or Evening Session in the School for the highest scholastic average in the real estate specialization.

THE FIELAND AWARD IN FINANCE AND INVESTMENTS—A cash prize of $100 to be awarded to the graduating senior at the Baruch School, who, having specialized in Finance and Investments, attains the highest average in the courses in this specialization.

THE ALEXANDER L. BERLINER AWARD IN ECONOMICS—A cash prize of $25 to be awarded to the graduating senior at the Baruch School, who, having specialized in Economics, attains the highest average in the courses in this specialization.

THE JEROME LEVY AWARD IN ECONOMIC THEORY—A cash prize of $100 to be given to the graduating senior at the Baruch School, who, having specialized in Economics, has attained the best record in Economic Theory.

THE LEON LEVY GRADUATE AWARD IN FINANCE AND INVESTMENTS—A cash prize of $100 to be given to the graduating candidate for the degree of Master of Business Administration, who, having specialized in the graduate field of finance and investments, attains the highest average in the courses in this graduate specialization.

HONOR SOCIETIES

BETA GAMMA SIGMA is the officially designated national honorary fraternity of The American Association of Collegiate Schools of Business. Epsilon of New York, the chapter of the Bernard M. Baruch School of Business and Public Administration was installed in 1935. The local organization operates as a chapter of a national society with over twenty-seven thousand members in sixty chapters. Election to membership is recognized as the highest academic honor conferred on students of business in American colleges and universities. Superior scholarship, integrity of character, and promise of professional development are requisite factors for election.

SIGMA ALPHA, undergraduate honorary society, accepts into membership such persons in the junior class of the Day Session as have distinguished themselves by high scholastic attainment and participation in extra-curricular activities. This organization is a medium for the expression and execution of constructive proposals for the benfit of the student body and the School.

BETA ALPHA PSI is the national honorary and professional accounting fraternity. The chapter of the fraternity in the School of Business and Public Administration of The City College, Alpha Gamma, was installed in 1949. There are active chapters in thirty-two of the leading colleges and universities in the United States. Superior scholarship, particularly in accounting courses, and promise of future success in the accounting profession, are essential requirements for election.

KAPPA DELTA PI is an honor society in Education. Members of the upper classes and graduates who are preparing for the teaching profession and who are superior in character, personality and scholarship may be elected to membership in Gamma Iota Chapter on the recommendation of the Committee on Admissions.

ETA MU PI, the only honorary fraternity in the field of Retailing, admits top-ranking seniors who have completed the specialization requirements in Retailing.

THE DEGREES OF MASTER OF BUSINESS ADMINISTRATION AND MASTER OF PUBLIC ADMINISTRATION

Programs leading to degrees of Master of Business Administration and Master of Public Administration are offered by the School, under the direction of its Office of Graduate Studies. Details on these programs may be found in the section entitled "Office of Graduate Studies," beginning on page 93.

SPECIAL NOTICE REGARDING NEW YORK C.P.A. CANDIDATES

The following is quoted from Handbook 14 (1954 edition) issued by The University of the State of New York:*

"Applicants for admission to any part of the examination in certified public accountancy must have been graduated from a college offering a registered accounting curriculum including the following courses and semester hours of credit (see list of registered schools):

Liberal arts	48	Economics	6
Accounting	24	Other business subjects	14
Law	8	Electives	12
Finance	8	Total	120 semester hours

"No credit will be allowed by the Department toward the above minimum requirement of 120 semester hours for courses in religion, hygiene or physical education. A veteran who has had at least six months of military service may be allowed ten semester hours of elective credit upon presentation of a photostat of his discharge paper which is not other than honorable. Such military credit is applicable toward the elective subjects or toward the other business subjects but is *not* applicable toward the required courses in accounting, law, finance or economics."

The public accountancy curricula at the Baruch School of Business and Public Administration of The City College of New York, which lead to the B.B.A. and M.B.A. degrees, have been duly registered by the New York State Education Department. Therefore, all students who obtain a B.B.A. or M.B.A. degree with a Public Accountancy specialization, may take the New York CPA examination in the subjects comprising group 1, namely, Theory of Accounts and Commercial Law, after graduation.

"Candidates shall be entitled to admission to the group 2 subjects of the examination (namely, Practical Accounting and Auditing)

"a Who have passed the subjects of group 1 or

"b While sitting for the subjects of group 1 and

"c Who have completed three years' experience in the intensive diversified application of accounting principles and in the intensive diversified application of auditing procedures in the public practice of accountancy satisfactory to the State Board of Certified Public Accountant Examiners, subject to review by the Commissioner of Education. The said experience shall be completed not less than 90 days prior to the date of examination. The State Board of Certified Public Accountant Examiners shall accept service in the armed forces of the United States subsequent to July 1, 1940 on the basis of one month's credit for each six months' service, with a maximum credit of eight months."

All the regular accounting courses, including Accountancy 9310 and 9311, offered by the Department of Accountancy, are credited as accounting courses by the State Education Department. Accountancy 260 is also acceptable as a finance course.

The Baruch School of Business and Public Administration requires the credits in finance to be earned in the following courses (total 8 credits):

Economics 20—*Principles of Finance*	3 credits
Mathematics 152—*Mathematics of Finance*	3 "
Accountancy 260—*Analysis of Financial Statements*	2 "

The Baruch School of Business and Public Administration requires the credits in law to be earned in the following courses (total 8 or 9 credits):

Law 101—*Law of Business Contracts*	3 credits
Law 102—*Law of Business Organization*	3 "
Law 103—*Law of Negotiable Instruments and Documents*	2 "
or	
Law 104—*Law of Mercantile Transactions*	3 "

SPECIAL NOTICE REGARDING NEW JERSEY C.P.A. CANDIDATES

The Department of Education of the State of New Jersey lists the following requirements for the New Jersey Accountancy Qualifying Certificate:

* Copy of this handbook may be obtained, free of charge, by writing to the State Education Department, Albany 1, New York.

A Bachelor's degree from an accredited college, based on a curriculum which includes at least the following:

Liberal Arts courses	60	semester	hours
Accounting	30	"	"
Business Law	8	"	"
Finance	8	"	"
Economics	6	"	"
Business Electives (related to Accounting, Law, Finance, and/or Economics)	8	"	"
	120	semester	hours

The New Jersey Department of Education has further indicated that the required 8 credits in Finance and in Law as outlined in the New York State requirements are acceptable to it.

To apply for the Qualifying Certificate, send

a) An official transcript from your high school

b) An official City College transcript

c) A fee of five dollars in a money order or a certified check payable to the Commissioner of Education.

For further information and applications, write to

Division of Academic Credentials, Dept. of Education
175 West State Street
Trenton 8, New Jersey.

ASSOCIATE IN APPLIED SCIENCE DEGREE

The Baruch School of Business and Public Administration offers an intensive, short-term program (completed in two years if taken on a full-time basis). Students completing this program are awarded the new Associate in Applied Science Degree. On its successful completion, this program provides an accumulation of 64 credits, some of which may be applied toward the Bachelor of Business Administration degree, if the student satisfies the usual admission requirements for B.B.A. matriculation.

Admission Requirements: (a) high school graduation with an Academic or Commercial Diploma or its equivalent; or, (b) a New York State High School Equivalency Certificate granted on the basis of scores acceptable for college admission; or (c) for students 21 or more years of age, satisfactory completion at an acceptable scholastic level of approved subjects aggregating at least 15 semester hours as a non-matriculated or Certificate student, and passing of examinations in accordance with college and state requirements for admission to the Associate in Applied Science Degree.

Candidates for this degree must enroll with the Evening Division.

For further information consult the Evening Session Office, Room 6, and page 99.

DIPLOMAS

Candidates for diplomas are permitted to take courses in the Evening Session only.

For the courses leading to diplomas a student may become a candidate either by meeting the admission requirements for the curriculum leading to the degree of Bachelor of Business Administration, or by presenting evidence of graduation from a four-year course of study in a commercial high school.

Candidates for diplomas are classified as non-matriculated students and are required to pay instructional fees for all courses, amounting to $10.00 per credit hour, and $6.00 for each clock hour scheduled in excess of the number of credits.

For a number of years the College has granted in the Evening Session a Diploma in Accountancy to qualified students who complete not less than 1,000 hours in this subject. Similarly, diplomas are offered in the fields of Advertising, Management, Finance, International Business, Investments, Marketing and Real Estate. For information concerning the courses of study in these fields inquiry may be made at the Evening Session Office.

Following are the basic courses required:

Accountancy 101-102—Principles of Accounting	128 hours
Economics 101-102—Principles of Economics	96 "
Economics 20—Principles of Finance	48 "
English 1-2—Composition	64 "
Law 101—The Law of Business Contracts	48 "
Mathematics 152—Mathematics of Finance	48 "
Speech 1—Fundamentals of Speech	32 "
Speech 3—Group Discussion	32 "
Speech 4—Public Speaking	32 "
	528 hours

NON-MATRICULATED STUDENTS

Persons who are not candidates for a degree may be enrolled in the College as non-matriculated students and admitted, under certain limitations, to particular courses which they desire. In general, non-matriculated students are permitted to enroll only in the Evening Session.

Non-matriculated students are charged tuition fees at the rate of $10.00 per credit hour, and $6.00 for each clock hour scheduled in excess of the number of credits. However, in certain courses hourly fees are charged.

Non-matriculated Students in the Evening Session. Any mature resident of the City of New York, of either sex, who can profit by the work, may be admitted to particular courses in the Evening Session as a non-matriculated student, upon the payment of the required fees, and may receive certificates of work in particular courses. Non-residents may also be admitted under certain conditions.

For details on certificates of achievement in certain fields, see page 91. See also Diploma information above.

THE NUMBERING SCHEME FOR COURSES

Courses numbered from 1 to 99 are courses offered by the College of Liberal Arts and Science. Those numbered 100 or higher are offered by the Schools of Technology, Business and Public Administration, and Education. Courses numbered 9000 or higher are graduate courses in the Baruch School of Business and Public Administration. The following courses numbered over 100 offered by the School of Business may be credited toward degrees in the College of Liberal Arts and Science:

Accountancy 101, 102, 103, 203, 204, 205, 210;
Business Administration Department: International Trade 140, Management 103, Marketing 110;
Economics 101, 102, 208, 213, 214, 215, 220, 225;
Government 121;
Law 100, 101, 102, 103, 104, 106, 202, 210, 211;
Mathematics 151, 152, 167, 168, 218;
Psychology 180, 181, 281;
Spanish 161, 162.

It is further provided that the Committee on Course and Standing of the College of Liberal Arts and Science may, in its discretion and for special reasons, grant permission to a student of the College to register for any course offered by any School (other than the courses just mentioned) and to receive credit toward a Liberal Arts degree for such course. The general practice of the Committee is to allow a total of not more than six credits for such courses.

More detailed information regarding courses numbered from 1 to 99 is obtainable in the bulletin from the College of Liberal Arts and Science.

CHAIRMEN, SUB-CHAIRMEN, AND DEPARTMENTAL REPRESENTATIVES

Accountancy.....Professor Emanuel Saxe
Art.....Mr. Robert E. Borgatta
Biology.....Professor Morris Winokur
Business Administration.....Professor Arthur E. Albrecht

Chemistry	Professor George W. Wilson
Economics	Professor Jerome B. Cohen
Education	Professor Agnes E. Osborne
English	Professor Robert C. Dickson
Germanic and Slavic Languages	Professor Hugo Bergenthal
Government	Professor Norman J. Powell
History	Professor Walther I. Brandt
Hygiene	Professor Herman A. Gawer
Law	Professor Lewis Mayers (on leave) Professor Charles Martin, Acting Chairman
Mathematics	Professor Robert K. Stranathan
Music	Professor Walter E. Nallin
Physics	Professor Austin J. O'Leary
Psychology	Professor Milton L. Blum
Romance Languages	Professor Alfred Iacuzzi
Speech	Professor Louis Levy

ACCOUNTANCY

(Note: Courses numbered 9000 or higher are primarily graduate courses.)

The Department of Accountancy offers two undergraduate specialization groups: For students desiring to enter the field of *public* accounting and satisfy the requirements for admission to the New York CPA examination, a Public Accounting specialization group is available. (Consult the 1955-56 Curricular Handbook for a full description of this specialization.) For those who desire to enter the field of *private* (industrial) accounting, another specialization appropriate to this end is provided. (Consult the 1955-56 Curricular Handbook for a full description of this specialization.)

The Department also offers three *graduate* programs, in the areas of public accounting, private accounting, and taxation. These afford qualified students the opportunity to pursue additional instruction of an advanced and specialized nature, or to broaden their general knowledge of the field of accounting. It also affords graduates of liberal arts colleges the opportunity to prepare for a professional career in any of these three fields. (The official circulars describing these courses of study are available at the Office of Graduate Studies.)

100. Accounting for Engineers. Accounting for service, trading, and manufacturing organizations; preparation of financial statements; corporation finance and accounting for security issuances, reserves, and dividends; financial statement analysis; the cost accounting cycle and control; development of production reports for job, process, and standard cost systems. Open only to graduate students in the School of Engineering. Four hours a week; 3 credits.

101-102. Principles of Accounting. Opening, maintaining, and closing books; preparation of simple financial statements of a single proprietor, partnership, and corporation. Credit is not allowed for Course 101 alone. Accountancy 102 is to be taken by those who expect to major in accounting. A student who does not expect to major in accounting may take Accountancy 103. Two terms, four hours a week; 3 credits each term.

103. Survey of Accountancy. The following topics are surveyed: Voucher system, partnership accounting, corporation accounting, accounting problems incident to the sale of a business, manufacturing accounting, cost accounting, subsidiary ledgers (including branch accounting), analysis and interpretation of financial statements, budgeting, and tax aspects of accounting. This course is intended for students who do not expect to major in specializations requiring advanced courses in accountancy. Students who transfer to specializations in accounting will lose credit for this course. Prerequisite: Accty. 101. Four hours a week; 3 credits.

201. See Accty. 203, 204.

202. See Accty. 205.

†203. **Intermediate Accounting, Part I.** Capital and revenue expenditures; balance sheet classification; correction of profits; corporation accounting; surplus adjustments and clean surplus; warrants and stock split-ups; book value; current asset determination; fixed tangible assets; depreciation methods; intangible assets; determination of current liabilities; application of funds; working capital changes; profit variation; surplus reserves. Prerequisite: Accty. 102. Four hours a week; 4 credits.

†204. **Intermediate Accounting, Part II.** Inventory pricing methods and procedures; compound interest functions; investments and funds; long-term liabilities; income determination and concepts. Prerequisites: Accty. 203 and Mathematics 152. Two hours a week; 2 credits.

205. (formerly 202). **Advanced Accounting.** The principles of corporation accounting applied to such special topics as installment sales, consignments, domestic and foreign branches; consolidations of balance sheets and profit and loss statements with related problems; statement of affairs; receivership accounting; realization and liquidation statement. Prerequisite: Accty. 204 (or 201). Four hours a week; 4 credits.

210. **Cost Accounting, Part I.** Principles of cost accounting applicable to the job order type of industry. Ledgers, journals, and statements for a manufacturing concern. Material, labor and manufacturing expense control and accounting. A job order cost set is worked out. A brief introduction to process costs is given. Prerequisite: Accty. 102. Two hours a week; 2 credits.

211. **Cost Accounting, Part II.** Principles and practices applied to process costs, standards costs, estimated costs, cost reports, non-manufacturing costs. Process cost and standard cost sets are worked out. Prerequisite: Accty. 210. Two hours a week; 2 credits.

212. **Cost Accounting Systems.** Principles and techniques related to special industrial cost accounting problems in selected industries. Problems emphasizing applied procedures under job order and process cost systems, both historical and predetermined. Prerequisites: Accty. 211 and 230. Two hours a week; 2 credits.

221. **Principles of Auditing.** Instruction in the customs and ethics of the accounting profession, the working methods of the auditor, and the form and content of auditors' reports. A detailed study will be made of the procedures employed in the audit of the balance sheet and profit and loss accounts. Opportunity will be given to the students to solve related problems and to apply the subject matter to specific cases. Prerequisites: Accty. 204 (or 201), 210, and 230. Four hours a week; 4 credits.

222. **Auditing Practice (Laboratory).** Designed to provide basic auditing experience and training. An audit practice set, which simulates actual business conditions, is worked out by each student. Prerequisite: Accty. 221. Two hours a week; 1 credit.

223. **Audit Reports and Certificates.** A study of the form and content of published audit reports and certificates, the effect of exceptions and qualifications, and the auditor's liability. Practice in the preparation of audit reports and certificates. Prerequisite: Accty. 221. One hour a week; 1 credit.

224. **Internal Auditing.** Nature and scope of internal auditing; internal check and control; organization and operation of the internal auditing department; internal audit programs and working papers; specific audit verification techniques employed by the internal auditor; special services of the auditor; internal audit reports; coordination of the work of the internal audit department with that of the independent public accountant. Prerequisites: Accty. 204 (or 201), 210, and 230. Four hours a week; 4 credits. (A student may not receive credit for this course in addition to credit for Accty. 221.)

230. **Accounting Systems.** The principles underlying the establishment of complete accounting systems. Application of these principles to typical business organizations. Prerequisites: Accty. 203 (or 201), 210. Two hours a week; 2 credits.

245. **Municipal Accounting.** Fund accounting in general will be treated and exemplified by practical problems, with special attention to municipal records and statements. Prerequisites: Accty. 203 (or 201), 210. Two hours a week; 2 credits.

† Accty. 203 and 204 now replace Accty. 201.

250. Estate Accounting. Accounting procedure and reports for decedents' estates and testamentary trusts and special problems incidental thereto. Prerequisite: Accty. 204 (or 201). Two hours a week; 2 credits.

255. Budget Accounting. Plans for devising, installing, and operating budget systems—including budgets for sales, purchasing, selling, administrative and manufacturing expenses, labor, production, and finance. Estimated financial statements compared with actual results. Prerequisites: Accty. 204 (or 201) and 211. Two hours a week; 2 credits.

260. Analysis of Financial Statements. An exposition of the technique of financial statement measurement as a basis for interpretation of financial condition. Problems and case studies. Prerequisite: Accty. 203 (or 201). Non-accounting majors may apply to the department chairman for a waiver of this rule where the situation warrants it. Two hours a week; 2 credits.

262. Federal and New York State Income Taxes. A study of the laws, regulations and other interpretations and applications affecting individuals, partnerships, and corporations. The application of tax knowledge to the solution of graded problems and laboratory practice, including the preparation of income tax returns. Prerequisite: Accty. 205 (or 202) or the permission of the Department. Four hours a week; 3 credits.

263. Business Taxes. Designed to give a working knowledge of various types of general taxes (other than Federal and State income taxes) levied upon New York City business by the federal, state, and local governments. It includes New York City sales and gross receipts taxes, New York State franchise taxes on business and real estate corporations, social security taxes, and other miscellaneous taxes. Prerequisite: Accty. 205 (or 202) or the permission of the Department. Three hours a week; 3 credits.

264. Taxation of Real Property. Survey of taxes which significantly affect the acquisition, operation, use and disposal of real property. This course is intended to provide an understanding of the specialized problems present in real property transactions. Prerequisite: Accty. 102 (or 103). Two hours a week; 2 credits.

265. Financial and Operating Statements of Typical Industries. Contemporary practice in accounting procedure and financial statement presentations. Case studies in selected industries. Prerequisite: Accty. 205 (or 202). Two hours a week; 2 credits.

271-272. Advanced Accounting Problems. Application of accounting principles to the solution of advanced problems taken from actual business situations and professional examinations. Prerequisites for Accountancy 271: Accty. 205 (or 202) and 210. Prerequisites for Accountancy 272: Accty. 211, 221, 271. Two terms; two hours a week; 2 credits each term.

***9213. Cost Control and Cost Reduction.** Methods of cost analysis through standards and budgets; problems of inventory pricing and control; profit-volume relationships; variations in cost concepts; distribution and marketing costs; cost and pricing policies; special cost accounting problems—guaranteed annual wage, accelerated depreciation, research and development costs, government contracts; managerial reports for cost analysis and control. Prerequisite: Accty. 211. Two hours a week; 2 credits.

***9226. Internal Auditing (Intensive).** An intensive course for students who have completed a full course in Auditing. Nature and scope of internal auditing; organization and operation of the internal auditing department; internal audit programs and working papers; internal auditing techniques; internal audit reports. Prerequisite: Accty. 221. Two hours a week; 2 credits. (Students who have received credit for Accty. 224 will not receive credit for this course.)

***9244. Managerial Control Through Accounting.** The purpose of this course is to direct the student's interest and attention to the accounting needs of business as viewed by management. The course will emphasize the ways in which the problems of management may be met and solved, in whole or in part, by the application or development of accounting data and information. Prerequisites: Accty. 204 (or 201) and 210. Two hours a week; 2 credits.

---

* This course is offered primarily for graduate students and for qualified students who desire to take it without credit. B.B.A. students may take it for credit only with the permission of the chairman of the Department of Accountancy.

*9266. **Interpretation of Accounting Reports.** Current methods of presentation of accounting data in the form of statements, charts, graphs, and other media in reports to stockholders, employees, investors and governmental bodies and the interpretation of the position of the business therefrom. Prerequisite: Accty. 260. Two hours a week; 2 credits.

*9301-9302. **Current Accounting Theory and Problems.** A critical re-examination of accounting theory and practice in the light of newly published reports, monographs and texts; recent decisions of the courts and other regulatory bodies; the current periodical literature; and news reports in the daily press. Prerequisites: Accty. 211, 221. Two terms, two hours a week; 2 credits each term. (*Note:* While the normal sequence is for 9301 to be taken before 9302, the latter course may be taken independently by permission of the department chairman.)

*9303. **Accountancy Practice.** The aim of this course is to analyze and appraise the factors which motivate entrance into public accounting practice, and to outline and evaluate the elements contributing to successful practice. The viewpoints of the practitioner, the client and the public are considered. Prerequisite: Accty. 221 or the permission of the department chairman. Two hours a week; 2 credits.

9310-9311. **Accountancy Thesis Seminar.** Offered for the purpose of enabling the graduate student to undertake research in accountancy under faculty guidance in his special field of interest. First semester: Lecture sections on accounting research technique and bibliography; preparation of bibliography, outline of research, and initial chapter of thesis. Second semester: Student will complete an acceptable thesis on the results of his research. Two terms; 4 credits. Open only to graduate students who have been accepted as candidates for the Master's degree. No credit for Course 9310 unless 9311 is also completed.

*9391. **Reorganizations from the Income Tax Standpoint.** Definition of a tax-free reorganization under the Internal Revenue Act: Federal income tax problems growing out of all types of corporate reorganizations (mergers, consolidations, split-ups, liquidations of subsidiaries). Prerequisite: Accty. 262. Two hours a week; 2 credits.

*9392. **Federal Tax Practice and Procedure.** The organization of the Internal Revenue Service; the administration of the Internal Revenue Code by the Internal Revenue Service and the Tax Court of the United States; a study of procedural problems with respect to Treasury regulations, advance administrative rulings, closing agreements, tax returns, claims for refund, penalties, deficiencies, protests, conferences, negotiations for settlement, and litigation in the Tax Court of the United States. Prerequisite: Accty. 262. Two hours a week; 2 credits.

*9393. **Taxable Entities (Internal Revenue Code).** The topics covered include: tax effects of various forms of taxable entities, such as individual proprietorship, partnership, corporation, estates and trusts; personal holding companies, unreasonable accumulation of surplus, assignments and deflection of income; problems arising from the organization, reorganization, liquidation and dissolution of partnerships and corporations; tax procedure and practice. Prerequisite: Accty. 262. Two hours a week; 2 credits. (Students who have credit for Accty. 390 will not receive credit for this course).

*9394. **Net Taxable Income (Internal Revenue Code).** The topics covered include: taxable and exempt income, allowable and non-allowable deductions; special problems relating to cancellation of indebtedness, recognition of gain or loss, corporate distributions, net operating losses; transactions of security investors and dealers, real estate operators, mercantile and manufacturing organizations, etc. Prerequisite: Accty. 262. Two hours a week; 2 credits. (Students who have credit for Accty. 390 will not receive credit for this course.)

*9396. **Estate Taxation.** Inheritance (succession) taxation: Federal and New York State Estate Taxes. Income Taxation: Federal and New York State. Prerequisite: Accty. 250, 262. Two hours a week; 2 credits.

The following courses may be offered in the future, depending upon the demands of business or the requests of students: 154, Office Machines and Filing; 220, Auditing I; 225, Accounting Requirements of the S.E.C. for the Preparation of Financial Statements

* This course is offered primarily for graduate students and for qualified students who desire to take it without credit. B.B.A. students may take it for credit only with the permission of the chairman of the Department of Accountancy.

by Independent Public Accountants; 231, Brokerage Accounting; 232, Construction Accounting (Contractors' Accounting); 233, Commercial Bank Accounting; 235-236, Essentials of Savings and Loan Practice; 237, Accounting for Consumer Cooperatives; 240, Public Utility Accounting; 241, Public Utilities Accounting and Regulations; 246-247, Municipal Accounting in the City of New York—I and II; 261, Advanced Analysis of Financial Statements; 281, Principles of Accounting for Lawyers; 9395, The Excess Profits Tax.

SECRETARIAL STUDIES AND OFFICE MANAGEMENT

The Department of Accountancy sponsors a complete undergraduate curriculum in this field of specialization, which should provide the knowledge and skills, as well as the necessary background, for a successful career in Office Management and Secretarial Studies. (Consult the 1955-56 Curricular Handbook for a full description of this specialization.)

151. Executive Office Training. Principles and practices of office organization and management; selection and use of office space and equipment; selection and supervision of office personnel; organizing, directing and controlling various office activities; executive control of office work, and cost reduction. Prerequisite: Accty. 102 or 103. Two hours a week; 2 credits.

152. Office and Secretarial Machine Practice. This is strictly a laboratory course devoted to practice on office machines and appliances, such as billing, posting and bookkeeping machines; calculators and adding machines; mimeograph, fluid, and gelatin duplicators; dictating and transcribing machines. Prerequisites: Accty. 102 or 103, and an acceptable knowledge of typewriting. Four hours a week; 2 credits (effective September, 1954).

155. Executive Secretarial Training. Designed to afford secretarial students a broader knowledge and training in the duties customarily performed by the private secretary: managing of appointments and office callers, business reference books, preparation of reports, duties in connection with corporate meetings, accounting records, correspondence, telephoning and telegraphing. Prerequisites: Sec. St. 151, 404 (or its equivalent), 405 (or 415). Two hours a week; 2 credits. (This course is not offered every semester. Students required to take it should register for it as soon as possible.)

All B.S. in Education students who do not take Secretarial Studies 401 or 411 at The City College are required to pass an examination in the theory of Pitman or Gregg stenography.

401. (Pitman) or 411 (Gregg). Elementary Stenography. An intensive presentation of the basic theory of shorthand. Since typewriting is a prerequisite to advanced courses in stenography, its study should be started simultaneously or before the study of shorthand. Co-requisite: Sec. St. 402‡. Four hours a week; 2 credits.

402. Elementary Typewriting. An intensive course in the elements of touch typewriting, simple letter writing, centering problems, etc. Four hours a week; 1 credit.

†403. (Pitman) or 413 (Gregg). Intermediate Stenography. A general review of the principles; dictation practice with the aim of developing a speed of 70-80 words per minute.

It is advised that Sec. St. 403, or 413, and 404 be taken during the same semester since both courses are prerequisite to Sec. St. 405 and 415. Prerequisites: Sec. St. 401 or 411, or a qualifying examination, and Sec. St. 402‡. Co-requisite: Sec. St. 404‡. Four hours a week; 2 credits.

---

† All students who have not taken the prerequisite courses at The City College or been excused therefrom are required to pass a qualifying examination for admission to the intermediate and advanced courses in Stenography and the intermediate course in Typewriting. In the *Day Session* these examinations are given during the third week of each term; in the *Evening Session*, they are given during the first week of classes. Day Session students with at least one year's previous secretarial training in high school should consult the departmental adviser on secretarial studies for an evaluation of record and specific advanced standing recommendation before electing any course in this division. Other Day Session students desiring to be excused from the prerequisite courses should plan to take the examinations in the semester preceding their enrollment in intermediate or advanced courses; the fee for each examination is $2.00. Application for the examination should be made during the first week of the semester, at the office of the Department of Accountancy. Evening Session students should enroll in the course for which they believe themselves qualified, and will be placed in the appropriate class following the administration of the qualifying examination.

‡ Non-degree students who wish to take stenography courses only should consult with the department adviser on secretarial studies.

†404. **Intermediate Typewriting.** Speed development; letter work, rough drafts, and tabulation. Prerequisite: Sec. St. 402, or a qualifying examination (minimum speed of 30 words per minute; also letter problems.) Four hours a week; 1 credit.

†405. **(Pitman), or 415 (Gregg). Secretarial Stenography.** Dictation practice on business correspondence with the aim of developing the student's ability to take dictation at 90-100 words per minute; supervised transcription on the typewriter. A sustained speed of 70-80 words per minute and an acceptable degree of skill in typewriting are required on entrance. Prerequisites: Sec. St. 403 or 413 or a qualifying examination, and Sec. St. 404. Four hours a week; 2 credits.

†406. **Advanced Typewriting.** An advanced course intended to prepare students to meet the high standards of business where speed, a thorough knowledge of business forms, and the exercise of judgment are required. Prerequisite: Sec. St. 404. Non-degree students must pass a qualifying examination. Four hours a week; 1 credit.

†407. **(Pitman) or 417 (Gregg). Advanced Secretarial Stenography.** Dictation practice on business correspondence with the aim of developing the student's ability to take dictation at 110-120 words per minute; supervised transcription on the typewriter. Prerequisites: Sec. St. 405 or 415, or a qualifying examination and Sec. St. 404. Four hours a week; 2 credits.

*447 **(Pitman) or 457 (Gregg). Legal Stenography.** Instruction covers the use and recognition of the principal legal forms used in New York legal practice and the writing in shorthand of legal phrases and terminology. Dictation, transcription include material from typical court actions as well as law office correspondence, business contracts, and other legal documents. Emphasis is placed upon the current form of setting up legal papers as well as upon the develoment of speed and accuracy in shorthand writing and transcription. Dictation starts at 80-90 words per minute. A typing speed of 40 words per minute is required. Prerequisite: Sec. St. 405 or 415 or equivalent. Four hours a week, 2 credits.

The following courses may be offered in the future, depending upon the demands of business or the requests of students: 154, Office Machines and Filing; 421, 423, and 425, Spanish Pitman Shorthand; and 431 and 433, Spanish Gregg Shorthand.

ART

1. Art Survey A survey of the history of painting, sculpture and architecture with emphasis on creative appreciation in the visual arts. Two hours a week; 1 credit.

The following courses are carefully adapted to meet the needs of all interested students, whether or not they have had previous training in art or design.

21. Art and Craft of Drawing. A studio course with emphasis on figure drawing, draped and undraped. Students are encouraged to draw in a variety of media. Four hours a week; 2 credits. Recommended for Advertising Majors.

22. Art and Craft of Drawing. A studio course in continuation of Art 21. Four hours a week; 2 credits.

23. Commercial Art Techniques. An introductory studio course in "rendering" for students of advertising and industrial design. Training in the use of various media and processes such as charcoal, pastel, water-color, gouache, pen and ink, Rossboard, scratch board and air-brush. Four hours a week; 2 credits. Recommended for Advertising Majors.

---

* Subject to the approval of the Board of Higher Education.

† All students who have not taken the prerequisite courses at The City College or been excused therefrom are required to pass a qualifying examination for admission to the intermediate and advanced courses in Stenography and the intermediate course in Typewriting. In the *Day Session* these examinations are given during the third week of each term; in the *Evening Session*, they are given during the first week of classes. Day Session students with at least one year's previous secretarial training in high school should consult the departmental adviser on secretarial studies for an evaluation of record and specific advanced standing recommendation before electing any course in this division. Other Day Session students desiring to be excused from the prerequisite courses should plan to take the examinations in the semester preceding their enrollment in intermediate or advanced courses; the fee for each examination is $2.00. Application for the examination should be made during the first week of the semester, at the office of the Department of Accountancy. Evening Session students should enroll in the course for which they believe themselves qualified, and will be placed in the appropriate class following the administration of the qualifying examination.

101. Color and Design in Merchandising. A study of the elements of industrial design as applied to the design of interiors, furnishings, costume, or general merchandise; or to the design of merchandising aids such as packaging labels, logotypes, or advertising layouts. Two hours a week; 1 credit. Recommended for students of Advertising and Retailing.

131. Advertising Layout. A studio course planned to give to students of Advertising and Marketing a working knowledge of the principles and practice of printing design as these are applied in lettering, typographic expression, sketching, line, color, tone and other visual aspects of advertising layout. Four hours a week; 2 credits. Co-requisite: Bus. Adm. 125.

132. Advertising Layout, Advanced. This is a continuation of Art 131. Co-requisite: Bus. Adm. 125. Four hours a week; 2 credits.

(For liberal arts elective courses offered at this School, see the Bulletin of the College of Liberal Arts and Science.)

BIOLOGY

1-2. General Biology. To teach the fundamental principles underlying the whole science of Biology and to apply these principles to an appreciation of man's history and his present behavior as an organism; wherever possible, to correlate pure factual knowledge with the applied, economic phase of the science. For School of Business students the application of biological materials in industry and commerce is stressed. Two terms; two lectures, one recitation and three hours laboratory a week, 4 credits each term. Laboratory fee: Biology 1, $7.00; Biology 2, $7.00.

BUSINESS ADMINISTRATION

The Department of Business Administration offers courses to meet present business needs. Products, industries, and production receive emphasis. In the Day Session, as well as in the Evening Session, particular emphasis is placed on training for jobs, training for added responsibilities, and training for the vast opportunities in business. Those desiring further information regarding courses of study may consult with departmental representatives at the Office (Room 1410). The courses offered are listed under the following heads:

Advertising (Page 46)
Business Management (Page 47)
Credit Management (Page 50)
Insurance (Page 50)
International Trade (Page 52)
Marketing and Sales Management (Page 55)
Public Relations and Publicity (Page 57)
Real Estate (Page 57)
Retailing (Page 59)
Statistics (Page 62)
Thesis Seminar (Page 65)

NUMERICAL LISTING OF COURSES IN BUSINESS ADMINISTRATION

(NOTE: Courses numbered 9000 or higher are primarily graduate courses.

Page

Advertising
120. Essentials of Advertising 46
121. Advertising Production 46
122. Advertising Agencies 46
123. Advertising Campaigns and Media ... 46
124. Radio and Television Advertising 46
125. Advertising Copy 46
126. Direct Mail Advertising 46
128. Mail Order Advertising 46
221. Advanced Advertising Production 47
225. Advanced Advertising Copy 47
227. Industrial Advertising 47
320-321. Advertising Training Program I and II 47
9622. Advanced Advertising Problems 47

Business Management
103. Business Management 47
105. Personnel Administration 47
106. Labor-Management Relations 47
107. Industrial Purchasing 48
108. Trade Association Techniques 50
109. Traffic Management 48
201. Problems in Office Management 48
204. Production Control 48
205. Job Evaluation and Wage Incentives .. 48
206. Quality Control for Production Management 48
207. Industrial Purchasing Problems 48

Page

208. Plant Layout and Materials Handling. 48
209. Advanced Traffic Management 48
304. Time and Motion Study 48
305. Induction Procedures and Training Programs 49
307. Industrial Safety 49
308-309. Business Management Training Programs I and II 49
404. Product Design and Development 49
405. Job Analyses and Specifications 49
9603. Industrial Supervision 49
9604. Time and Motion Techniques 49
9605. Problems in Personnel Management .. 49
9608. Executive Control 50
9609. Techniques of Management Survey ... 50

Credit Management
170. Mercantile Credit and Collection Management 50
270. Advanced Credit and Collection Management 50
271. Advanced Credit Management Problems 50
370-371. Credit Management Training Program I and II 50

Insurance
180. Elements of Insurance 50
181. Elementary Problems of Insurance 51

Page

185. Principles of Life Insurance 51
280. Principles and Practice of Insurance.. 51
281. Problems in Fire Insurance 51
282. Inland Marine Insurance 51
283. Problems in Casualty and Suretyship Insurance 51
284. Group Insurance and Pension Plans .. 51
287. Workmen's Compensation and Disability Insurance 51
380-381. Insurance Training Program I and II 52
389. Advanced Problems in Insurance 52

International Trade

140. Export Marketing 52
141. Foreign Credit and Collection Management 52
142. Foreign Traffic and Insurance 55
143. Technical Procedures in International Trade 52
144. Import Marketing 52
145. Latin America and Its Markets 52
146. Europe and Its Markets 52
147. Asia and Its Markets 53
148. Selected International Markets 53
241.1. Export Marketing—Machinery and Metals 53
241.2. Export Marketing—Textiles and Textile Products 53
241.3. Export Marketing—Drugs and Chemicals 53
241.4. Export Marketing—Foods and Food Products 53
241.5. Export Marketing—Miscellaneous Products 53
340. Ocean Marine Insurance 54
341. Ocean Shipping 54
342. Freight Forwarding and Customs Brokerage 54
343. Foreign Department Bank Operations. 54
344. International Advertising 54
345. International Air Transportation 54
348-349. International Trade Training Program I and II 54
9643. Advanced Commodity Import Trading. 54
9645. Problems of Ocean Traffic, Chartering and Storage 55

Marketing and Sales Management

110. Essentials of Marketing 55
112. Essentials of Salesmanship 55
114. Sales Promotion 55
210. Sales Force Management 55
211. Sales Budgeting and Sales Control ... 55
212. Marketing Research 55
213. Advanced Marketing Research 55
217. Marketing of Textiles and Apparel ... 55
218. Textile Converting 56
219. Advanced Marketing Policies 56
310. Wholesaling 56
312. Industrial Marketing 56
313-314. Sales and Sales Management Training Program I and II 56
9610. Advanced Sales Management Problems 56
9611. Salesman Training and Supervision .. 56
9612. Case Studies on Marketing Research .. 56
9619. Marketing Campaigns 56

Public Relations and Publicity

129. Essentials of Publcity 57
203. Public Relations 57

Real Estate

190. Essentials of Real Estate 57
191. Real Estate Valuation and Appraisal.. 57
192. Building Construction—Essentials 57
193. Real Estate Financing and Investments 57
194. Real Estate Management 57
195. Fundamentals of Hotel Management .. 57
197. Operation of Private Housing Projects 57
291. Advanced Real Estate Valuation and Appraisal 58

Page

292. Building Construction—Problems 58
294. Property Maintenance and Operation.. 58
297. Problems in Housing and Housing Operations 58
299. Real Estate Brokerage and Problems.. 58
390-391. Real Estate Training Program I and II 58
9691. Appraisal Problems 58
9698. Problems and Development of Suburban Commercial Real Estate .. 58
9699. Problems and Development of City Commercial Real Estate 58

Retailing

130. Elements of Retailing 59
131. Elementary Textiles 59
132. Apparel Accessories (Non-Textiles) .. 59
133. Retail Salesmanship 59
134. Retail Buying Procedures 59
135. Retail Merchandising 59
136. Visual Merchandising in Retailing 59
137. Retail Advertising 59
138. Home Furnishings Accessories (Non-Textiles) 59
139. Fashion in Retailing 59
230. Retail Store Management 60
231. Advanced Textiles 60
232. Retail Personnel Relations 60
233. Supervision in Retailing 60
234. Central Buying and Merchandising Procedures 60
235. Advanced Retail Merchandising 60
236. Retail Credit and Collection Management 60
237. Retail Sales Promotion 60
330. Retail Training Program I 60
331. Retail Training Program II 61
332. Textile Testing and Fabric Analysis.. 61
335. Retail Merchandising Analysis 61
337. Workshop Course in Retail Advertising 61
430. Small Store Management 61
431. Establishing a Small Retail Store 61
9531. Cooperative Retail Research 61
9630. Retail Store Management Policies 61
9634. Retail Buying Policies 62
9635. Retail Merchandising Techniques 62
9637. Retail Sales Promotion Techniques ... 62

Statistics

151. Graphic Statistics 62
152. Sources of Business Data 62
153. Advanced Statistical Methods (Short Course) 62
154. Advanced Statistical Methods I 62
155. Advanced Statistical Methods II 63
156. Sampling Theory and Practice 63
157. Analysis of Variance, Principles and Application 63
159. Mechanized Control Systems in Business 63
250. Problems in Business Statistics 63
251. Statistical Practice 63
252. Statistical Methods in Auditing 63
253. Statistics of Market Research 63
254. Statistics of Advertising Research 64
255. Statistical Quality Control Methods ... 64
256. Advanced Sampling Theory and Practice 64
257. Statistics of Sales Analysis 64
258. Radio and Television Research Methods 64
259. Advanced Mechanized Control Systems in Business 64
350-351. Statistics Training Program I and II 64
359. Statistical Techniques by Machine Methods 65
9652. Foundations of Modern Statistical Theory and Business Applications 65
9653. Testing of Statistical Hypotheses 65
9655. Seminar in Statistical Quality Control 65
9657. Design of Statistical Investigations .. 65

Thesis Seminar

9301-9302. Thesis Seminar I and II 65

ADVERTISING

120. Essentials of Advertising. This course provides an overall view of the entire field of advertising and a background for specialized advertising courses. It includes a study of the advertising business and related fields, product identification, all major media, campaigns, production, layout and copy, display research, sources of information and employment opportunities. (Formerly Bus. Adm. 120.) Prerequisite: Mktg. 110 for degree students. Three hours a week; 3 credits. (This course may not be included in the same group specialization with Ret. 137.)

121. Advertising Production. A thorough introduction to printing methods as applied to advertising production for both periodical publications and direct mail. The major printing processes will be covered—letterpress, lithography, gravure—and the minor processes. Topics covered include: typography, type selection, composition, presswork, proof procedures, techniques of illustration, reproduction by photo-engravings, duplicate plates, paper and specifications, and finishing and binding operations. (Formerly Bus. Adm. 121.) Prerequisite: Advt. 120. Two hours a week; 2 credits.

122. Advertising Agencies. How an advertising agency is staffed, managed and developed. The various departments in an agency and how they correlate their activities. The specific details of the functions of the account executive, the copy chief, the art director, the research director, the planning board members, the production manager, media department head, controller and their department personnel. An analysis of the difference in approach and function of the large agency, the middlesized agency and the small agency. Agency billing procedure and agency client relationship. Workshop within classroom of typical agency procedures, prepared and demonstrated by students. (Formerly Bus. Adm. 122.) Prerequisite: Advt. 120. Two hours a week; 2 credits .

123. Advertising Campaigns and Media. A study of the development of advertising campaigns and the use of media; comparative advantages and disadvantages of media and their adaptability to various products and markets. Current sources of information. Advertising appropriations and schedules, testing, keying and checking. Demonstration of actual campaign efforts. This course should be taken in the Senior year. (Formerly Bus. Adm. 123.) Prerequisite: Advt. 120. Two hours a week; 2 credits.

124. Radio and Television Advertising. The use of radio and television as an advertising medium with emphasis on network, regional and spot broadcasting and television. Coordination of radio and television with other media in the advertising campaign. Market study, program preparation, station selection, time buying; preparation, production and testing of radio and television commercials; program and audience measurement techniques. Trends in radio and television programs, case histories, use of technical reference books and periodicals. (Formerly Bus. Adm. 124.) Prerequisite: Advt. 120. Two hours a week; 2 credits.

125. Advertising Copy. A study of the nature and purpose of advertising copy; headlines; principles of construction; human interest and descriptive copy; the proper choice of words; a consideration and comparison of sound copy styles. Classroom reviews and discussion of current advertising. Copywriting assignments for various media, including newspapers, magazines, radio, point-of-sale, direct mail and trade press. (Formerly Bus. Adm. 125.) Prerequisite: Advt. 120. Recommended co-requisite: Art 131. Two hours a week; 2 credits.

126. Direct Mail Advertising. A detailed study of the use of direct mail to increase volume, assist dealers, build new business, and reach the consumer. Planning and production techniques in all types of campaigns and formats (letters, folders, broadsides) are covered, along with building and maintenance of mailing lists, postal laws, and testing methods. (Formerly Bus. Adm. 126.) Prerequisite: Advt. 120. Two hours a week; 2 credits.

128. Mail Order Advertising. A course in the basic techniques of mail order advertising and selling, including the organization of a mail order business; selection and pricing of merchandise; selection of media suitable for mail order advertising. Consideration of copy, art and production problems relating to the mail order advertisement; testing, analysis of results, and the consideration of the general conduct of a mail order business. Case histories and related material are discussed. (Formerly Bus. Adm. 128.) Prerequisite: Bus. Adm. 121. Two hours a week; 2 credits.

221. Advanced Advertising Production. Analysis of art preparation for letterpress, lithography and gravure; preparation of specifications and instructions for ordering printing and engravings; analysis of complex photo-engraving plates and processes; recognition of type faces, proper applications and combinations; analysis of lithography, gravure, silk screen, photogelatine, aquatone and thermography; analysis of photostat varieties and their relationship to reproduction. (Formerly Bus. Adm. 221.) Prerequisite: Advt. 121. Two hours a week: 2 credits.

225. Advanced Advertising Copy. A course intended to help develop creative copy-writing facility. This course is practical, employing workshop techniques. Students write and discuss specialized copy for various media and audiences. (Formerly Bus. Adm. 225.) Prerequisite: Advt. 125. Two hours a week; 2 credits.

227. Industrial Advertising. A course in the techniques of advertising industrial products and services to management. Among the topics analyzed are: problems of the industrial advertiser, how to reach the industrial buyer, analysis of available media, copy factors for maximum effectiveness, mechanics of the industrial advertisement, co-ordination with industrial sales and the industrial advertising agency. (Formerly Bus. Adm. 227.) Prerequisites: Advt. 121 and 125. Two hours a week; 2 credits.

320-321. Advertising Training Program I and II. Coordinated and supervised work experience for Seniors majoring in advertising. Employment will be obtained on a part-time basis in advertising agencies, advertising departments of industrial firms, publishing houses, direct mail organizations and trade associations in the field of advertising. Students will be placed in these positions with due regard to their major interest in advertising so that they will be able to gain an insight into the various technical phases of the work and the organization in which they are employed. All students participating in this program are required to complete a workbook describing all major phases of the organization to which they are assigned. Orientation lectures and discussion of special problems and projects. (Formerly Bus. Adm. 320-321.) Open only to Day Session Seniors specializing in Advertising and with written permission of the Department. One class hour and twenty work hours each week; 3 credits each semester.

***9622. Advanced Advertising Problems.** A case study of contemparary advertising problems, based on actual campaigns, with reference to strategy as to product development, packaging, merchandising and sales promotion, distribution, selling plans, retailer stimulation, advertising and sales ratio, planning and preparation of consumer and trade advertising, and evaluation of campaign results. The student will compare his own analysis and plan with the field-tested solution of each case. (Formerly Bus. Adm. 9622.) Prerequisites: Advt. 121 and 125. Two hours a week; 2 credits.

BUSINESS MANAGEMENT

103. Business Management. Business is studied from the start of a company through to final organization of essential functions into departments. Functions including design, manufacturing, procurement, production, recordkeeping and personnel are developed from the problems of a manufacturing business. Emphasis is placed on the problems of the small business, typical New York industries as well as large, heavy industry. (Formerly Bus. Adm. 103.) Required of all degree students. Three hours a week; 3 credits.

105. Personnel Administration. The principles and practice of personnel administration including recruitment, selection, induction, training, wage and salary administration, upgrading, promotion and transfer, safety and health maintenance, morale building, separation, control of turnover, absenteeism and lateness, and development of personnel policies. (Formerly Bus. Adm. 105.) Prerequisite: Mgt. 103. Two hours a week; 2 credits.

106. Labor-Management Relations. The development of industrial relations policies and practices; collective bargaining rights and obligations; negotiation and administration of the collective agreement; analysis of typical labor contracts, grievance procedures, seniority, wage progressions and merit rating plans; application of the basic elements of federal and state regulations affecting employers, employees and labor organizations. (Formerly Bus. Adm. 106.) Prerequisite: Mgt. 103. Two hours a week; 2 credits.

* This course is offered primarily for graduate students and for qualified students who desire to take it without credit. Seniors may take it for credit with the permission of the Department.

107. Industrial Purchasing. The organization and functions of a department to handle purchases and control inventory. Procedures for procurement, expediting, receiving, handling, storing, issuing of materials. Price policies, forward buying and speculation, legal aspects. (Formerly Bus. Adm. 107.) Prerequisite: Mgt. 103. Two hours a week: 2 credits.

109. Traffic Management. Organization and functions of a traffic department; problems in shipping via rail, water, motor and air. The Interstate Commerce Commission regulations and other laws. Liability of carriers, duties and rights of shippers; rating, tracing, and expediting freight shipments. Shipping papers, claims, demurrage, transit privileges, diversion and reconsignment. (Formerly Bus. Adm. 109.) Prerequisite: Mgt. 103. Two hours a week; 2 credits.

201. Problems in Office Management. Introduction to the principles and functions of office management. Emphasis is placed on the application of modern management techniques in connection with the problems of planning and scheduling, personnel, office routines, correspondence records, form design, standardization and control procedures. (Formerly Bus. Adm. 201). Prerequisite: Mgt. 103. Three hours a week; 3 credits.

204. Production Control. Planning and control of production through development of bills of materials, use of purchase specifications, inventory of machine capacities, recording of work in process and ahead, routing and scheduling of all operations. Reasons for production control in terms of customer satisfaction, effective use of plant, equipment and labor. Development of means of reporting production and comparison of schedule with actual performance. Development of standards including standard costs. (Formerly Bus. Adm. 204.) Prerequisite: Mgt. 103. Two hours a week; 2 credits.

205. Job Evaluation and Wage Incentives. The effective use of job evaluation and wage incentives in setting wages, increasing production, and establishing promotion lines. Methods of evaluating jobs in terms of skill, responsibility, job conditions, physical and mental demands. Development and operation of wage incentive plans to meet production needs. (Formerly Bus. Adm. 205.) Prerequisite: Mgt. 105. Two hours a week; 2 credits.

206. Quality Control for Production Management. Necessity for quality control inherent in manufacturing processes, reasons for quality control for consumer satisfaction and effective use of plant productive facilities, measurable qualities, development of standards. Inspection of purchases, goods-in-process, and finished items. Inspection methods, location of inspection point, instruments available for inspection. Relation of quality control to wage payment systems. (Formerly Bus. Adm. 206.) Prerequisite: Mgt. 103. Two hours a week; 2 credits.

207. Industrial Purchasing Problems. Problems in industrial purchasing, including the purchasing of raw materials, fuels, and equipment, and other goods intended primarily for industrial operations. Factors in determining suitability of product, preparation of specifications, problems of substitute products, standardization and simplification. (Formerly Bus. Adm. 207.) Prerequisite: Mgt. 107. Two hours a week; 2 credits.

208. Plant Layout and Materials Handling. Study of the problems encountered in the handling of the flow of materials, goods-in-process, and finished products within a production plant. Relation of location, building structure, and layout to internal traffic flow, special methods and equipment for handling different types of materials. Use of templates, models and other techniques in making layouts, study of principles of materials handling and equipment available. (Formerly Bus. Adm. 208.) Prerequisite: Mgt. 103. Two hours a week: 2 credits.

209. Advanced Traffic Management. Interpretation of the rules and regulations of motor and rail classifications; use of class and commodity tariffs; U.S. Customs House routine; coastwise, intercoastal, and inland waterway systems. Procedure in filling out proper papers according to government regulations; procedure before state and federal commissions. (Formerly Bus. Adm. 209.) Prerequisite: Mgt. 109. Two hours a week; 2 credits.

304. Time and Motion Study. Work simplification or reduction of human effort through simplifying, combining, eliminating or changing processes. Study of process charts, flow charts. Study of symbols including therbligs. Means of effecting work simplification through time and motion study. Development of standard methods and standard times for all operations. (Formerly Bus. Adm. 304.) Prerequisite: Mgt. 103. Three hours a week, two for laboratory work; 2 credits.

305. Induction Procedures and Training Programs. Principles and current practices in the selection and induction of new workers into the company and department. Intensive study and evaluation of employment office operations and techniques, induction procedures, preparation and use of manuals, bulletins, and records. Analyzing company training needs, selection of people to be trained, organizing the training program, training methods, preparation and presentation of training materials. (Formerly Bus. Adm. 305.) Prerequisite: Mgt. 105. Two hours a week; 2 credits.

307. Industrial Safety. This course covers a study of accident prevention methods involving training, use of safety devices, and redesign of equipment. It also covers codes, laws, and ordinances, cost of accidents, organization of safety department, and development of safety policies. (Formerly Bus. Adm. 307.) Prerequisite: Mgt. 103. Two hours a week; 2 credits.

308-309. Business Management Training Program I and II. Coordinated and supervised practical work experience in management. Course is designed to complete training of students specializing in industrial, personnel and small business management. Classroom work will consist of lecture and discussion of actual problems observed in industry by individual student. Each student will complete a work-book, describing all major phases of the organization to which he is assigned, will write a comprehensive report on some phase of his experience, and will be rated in his job accomplishment and attitude. Students will be guided in obtaining positions totaling twenty hours per week in local manufacturing or service industries where management, production and personnel problems can be observed and worked on. (Formerly Bus. Adm. 308-309.) Open only to Day Session Seniors specializing in Business Management or Personnel and Industrial Relations and with written permission of the Department. One class hour, twenty work hours each week; 3 credits each semester.

404. Product Design and Development. Management problems involved in the design or re-design of a product. Adequacy of design in relation to costs, suitability for production, materials and methods to be used, and marketing considerations. Patenting, protection and allied problems. How to evaluate new products. (Formerly Bus. Adm. 404.) Prerequisite: Mgt. 103. Two hours a week; 2 credits.

405. Job Analyses and Specifications. Job study and the methods of making analyses and specifications, relation to other personnel practices and problems, people concerned in preparation. Detailed consideration of job factors, use of job analyses and specifications. (Formerly Bus. Adm. 405.) Prerequisite: Mgt. 105. Two hours a week; 2 credits.

***9603. Industrial Supervision.** This course is intended to cover the relationship between the supervisor and his employees in the modern business world; the "human relations" side of the supervisor's job. Intended for individuals who either are at present in a supervisory capacity or are endeavoring to train themselves for this responsibility. Emphasis here will be on the point of view of the supervisor rather than that of the Personnel Department. (Formerly Bus. Adm. 9603.) Prerequisite: Mgt. 105. Two hours a week; 2 credits. Offered in the Evening Session only.

***9604. Time and Motion Techniques.** A workshop laboratory course in modern time and motion techniques. Topics covered include: micromotion study as a research technique; time study and work measurement using the Society for the Advancement of Management rating films; predetermined time techniques and standard data; automatic machine studies, ratio delay study and modern line production techniques. Emphasis will be on the total approach from idea conception through communication to completion. (Formerly Bus. Adm. 9604.) Prerequisite: Mgt. 304. Three hours a week, two for laboratory work; 2 credits. Offered in the Evening Session only.

***9605. Problems in Personnel Management.** Advanced study of selected areas of personnel management. Problems and practices in setting up personnel controls, wage and hour controls, management of employee benefit and welfare plans, administration of wage and profit sharing plans, communications, work load, personnel administration in the small company, coordination of personnel administration and the development of personnel policy will be analyzed by individual study and group discussion. Methods of solving specific problems will be developed through study of cases and of current trends. (Formerly Bus. Adm. 9605.) Prerequisite: Mgt. 205. Two hours a week; 2 credits. Offered in the Evening Session only.

---

* This course is offered primarily for graduate students and for qualified students who desire it without credit. Seniors may take it for credit with the permission of the Department.

*9608. **Executive Control.** A course in the principles of scientific management and their application to all phases of business problems. Planning and control techniques for each function of a business are studied. Effects of background of executives on planning are studied. Stabilization and expansion of the business is considered as a problem for executive planning and control. The relation of company policies to executive development and the planning for future personnel in the executive phase of the business is analyzed and the basis for formulating such policies developed. (Formerly Bus. Adm. 9608.) Prerequisite: Mgt. 105. Two hours a week; 2 credits. Offered in the Evening Session only.

*9609. **Techniques of Management Survey.** This course trains the student in methods of solving various management problems. Topics include: methods of study, sources of information, analysis of facts, and development of conclusions and recommendations. This course trains the student for consultant positions and provides managers of the executive staff with managerial techniques. (Formerly Bus. Adm. 9609.) Prerequisite: Mgt. 105. Two hours a week; 2 credits. Offered in the Evening Session only.

The following Business Management course may be offered in the future, depending upon student demand: Management 108, Trade Association Techniques (formerly Bus. Adm. 108).

CREDIT MANAGEMENT

170. Mercantile Credit and Collection Management. The essentials of mercantile credit: sources of credit information, financial statement analysis, the credit decision, collections, financial difficulties and other elements affecting credit. This course is designed for those interested in the field of mercantile credit and is appropriate for students specializing in accounting and sales management. (Formerly Bus. Adm. 170.) Prerequisite: Mgt. 103. Two hours a week; 2 credits.

270. Advanced Credit and Collection Management. Intensive study of credit organization and practices in particular mercantile lines. Each student is required to make a first-hand case study of credit and collection procedures in some line of business and to report his findings in class. (Formerly Bus. Adm. 270.) Prerequisite: Credit 170. Two hours a week; 2 credits.

271. Advanced Credit Management Problems. A laboratory course in which students will use a case book containing all pertinent materials and must solve and explain actual credit cases. (Formerly Bus. Adm. 271.) Prerequisite: Credit 170. Two hours a week; 2 credits.

370-371. Credit Management Training Program I and II. Coordinated and supervised practical experience in the cooperating agencies and credit departments. Students will be placed where they can gain an insight into practical credit and collection operations. Each student will complete a workbook describing all major phases of the organization to which he is assigned, will write a comprehensive report on some phase of his experience, and will be rated on his job accomplishment and attitude. The group will meet one hour a week in class for orientation, seminar discussion and lectures. (Formerly Bus. Adm. 370-371.) Open only to Day Session Seniors who are specializing in Credit and Collection Management and written permission of the Department. One class hour, twenty work hours each week; 3 credits each semester.

FOREIGN TRADE

(See listings under International Trade)

INSURANCE

180. Elements of Insurance. Essentials of contracts for fire, marine, casualty and surety insurance. The course will also deal with the following: declarations, insuring agreements and exclusions; insurance companies, such as stock companies, mutual companies, reciprocals, cooperatives and the State Fund. Various rate-making bodies, such as the National Bureau, Compensation Insurance Rating Board and the Fire Insurance Rating Organization will be discussed. (Formerly Bus. Adm. 180.) Prerequisite: Mgt. 103. Three hours a week; 3 credits. Day Session only. Degree students may receive credit for only one of these courses: Ins. 180 or 280.

* This course is offered primarily for graduate students and for qualified students who desire to take it without credit. Seniors may take it for credit with the permission of the Department.

181. Elementary Problems of Insurance. Essentials of fire, casualty, marine and surety insurance are analyzed with particular reference to recent changes in laws and practices. The function and the duties of the broker; liabilities of both brokers and agents are fully covered. (Formerly Bus. Adm. 181-2-3.) Prerequisite: Ins. 180. Three hours a week; 3 credits. Day Session only. Degree students may receive credit for only one of these courses: Ins. 181 or 280.

185. Principles of Life Insurance. The purpose of this course is to equip the modern businessman to deal with his personal and business life insurance problems, and to give an understanding of this field to those engaged in or preparing for the life insurance business. Topics include: selection of risks; mortality experience and rate-making; principal policy forms; terms of the life insurance contract; appraisal of life values; life insurance as an investment. (Formerly Bus. Adm. 185.) Two hours a week; 2 credits. Offered in the Evening Session only.

280. Principles and Practice of Insurance. Essentials of fire, casualty, ocean and inland marine insurance and suretyship. Policy conditions, methods of rating and premium computation, loss adjustment and underwriting practices are analyzed. The duties of both the agent and broker are fully covered. All important policies except life contracts will be studied, together with the operation of the State Insurance Department and the various rate-making organizations. This course will meet the educational requirements for the State Insurance Broker's License. (Formerly Bus. Adm. 280.) Prerequisite: Mgt. 103. Six hours a week; 6 credits. Degree students may receive credit for either Ins. 180 and 181 or 280.

281. Problems in Fire Insurance. This course will consider means of reducing fire hazards and rates. Public and private means of fire protection; sprinkler leakage and water damage insurance; the policy contract and adjustment of fire losses; rating, underwriting and collateral topics including business interruption, extra expense, lease-hold, rent, profits and commissions insurance, various reporting and multiple reporting forms. (Formerly Bus. Adm. 281.) Prerequisite: Ins. 180 and 181 or 280. Two hours a week; 2 credits.

282. Inland Marine Insurance. This course deals with the various fields of insurance coverage for personal property whether in the possession of the owner or in that of a bailee such as a carrier, warehouseman, or processor. Topics will include the organization and functions of inland insurance bureaus and companies, basic indemnity and liability forms, and various kinds of loss adjustments. (Formerly Bus. Adm. 282.) Prerequisite: Ins. 180 and 181 or 280. Two hours a week; 2 credits.

283. Problems in Casualty and Suretyship Insurance. This course will consider such problems as: employers' liability and workmen's compensation legislation; rates and rating bodies, experience rating and retrospective rating; accident prevention; insurance carriers; State Insurance; personal casualty insurance; fidelity, contract, judicial and public official bonds. (Formerly Bus. Adm. 283.) Prerequisite: Ins. 180 and 181 or 280. Two hours a week; 2 credits.

284. Group Insurance and Pension Plans. Group Insurance and pension plans, importance in labor-management relations, typical benefits such as life, accidental death or dismemberment, accident and sickness, hospitalization, medical and surgical reimbursement, medical service. Application in terms of indemnity or service, union participation, methods of administration. Methods of payment and costs. (Formerly Bus. Adm. 284.) Prerequisite: Ins. 180 and 181 or 280. Two hours a week; 2 credits. Offered in the Evening Session only.

287. Workmen's Compensation and Disability Insurance. A course in workmen's compensation and non-occupational disability benefits and insurance. The history and development are explained. The New York Law providing these benefits is analyzed and there is a detailed discussion of administration, benefits, claim procedure, methods of compliance, insurance and self-insurance, policy forms and coverage, premium rates, underwriting rules and requirements, audits, experience rating and retrospective rating plans and rating organizations. (Formerly Bus. Adm. 287.) Prerequisites: Ins. 180 and 181 or 280. Two hours a week; 2 credits. Offered in the Evening Session only.

380-381. Insurance Training Program I and II. Coordinated and supervised practical work experience in insurance. The course is designed to complete the training of students specializing in general insurance. Students will be placed with local insurance companies, brokers and agents in underwriting, claim work, payroll auditing, inspection and policy checking. Classroom work will consist of lectures and discussions of actual problems encountered by the individual students in business. Each student will complete a workbook describing all major phases of the organization to which he is assigned, and will be rated on his job accomplishment and aptitude. (Formerly Bus. Adm. 380-381.) Open only to Day Session Seniors specializing in Insurance and with written permission of the Department. One class hour, twenty hours each week; 3 credits each semester.

389. Advanced Problems in Insurance. This course is conducted as a seminar in which students under the guidance of the instructor are required to work out original solutions to problems of some difficulty in the fields of fire, marine, casualty, and surety insurance. This course is designed for those in the brokerage business or those employed by brokers, agents or companies. (Formerly Bus. Adm. 389.) Prerequisite: Ins. 180 and 181 or 280. Two hours a week; 2 credits.

For International Trade 340, Ocean Marine Insurance, see page 54.

INTERNATIONAL TRADE

140. Export Marketing. This basic course in International Trade acquaints the student with the main activities involved in exporting. Included are the opportunities for careers as well as the study of the principal functions of persons engaged in the field. (Formerly Bus. Adm. 140.) Prerequisite: Mktg. 110. Co-requisite: Internat. Tr. 143 for International Trade majors. Two hours a week; 2 credits.

141. Foreign Credit and Collection Management. A study is made of sources of foreign credit information methods to be followed in checking foreign credits, varying foreign credit terms in different countries, credit as a means of building export sales volume, credit insurance, and methods of handling delinquent foreign accounts. The use of bank credit and the technique of letter credit financing. Specific cases are presented involving current credit and collection problems. (Formerly Bus. Adm. 141.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits.

143. Technical Procedures in International Trade. The shipping, financial, and customs documents used in the import and export movement of goods. Analyses are made of the essential provisions of railroad and ocean bills of lading, dock receipts, shipping permits, insurance policies and insurance certificates, consular invoices, export licenses, import permits, and letters of credit. Practical exercises in the preparation of these documents under varying conditions. A study is also made of customs rules and regulations, customs entries, appraisement, and drawback. Practical work in encoding and decoding messages in five or six of the most commonly used cable codes. (Formerly Bus. Adm. 143.) Prerequisite: Mktg. 110. Co-requisite: Internat. Tr. 140 for International Trade majors. Two hours a week; 2 credits.

144. Import Marketing. The organization of an import department or an importing company, direct and indirect methods of purchasing foreign products, U. S. Government regulations currently restricting or limiting imports, the forwarding and financing of import shipments, U. S. Customs Regulations, entry and procedure, import sales contracts, domestic sales channels for foreign goods. The procedure followed in importing and selling selected raw materials and manufactured products from various world markets is studied. (Formerly Bus. Adm. 144.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits.

145. Latin America And Its Markets. Latin America as a group of markets for American goods. The social, political, and economic influences which shape customs, standards of living, buying habits, and other factors which affect the willingness and ability of the Latin Americans to buy our products. A study of special sales techniques for Latin America. (Formerly Bus. Adm. 145.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits.

146. Europe And Its Markets. Europe as a group of markets for American goods. The social, political, and economic influences which shape customs, standards of living,

buying habits, and other factors which affect the willingness and ability of the Europeans to buy our products. (Formerly Bus. Adm. 146.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits.

147. Asia And Its Markets. The Near and Far East as a group of markets for American goods. The social, political, and economic influences which shape customs, standards of living, buying habits, and other factors which affect the willingness and ability of these countries to buy our products. (Formerly Bus. Adm. 147.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits.

148. Selected International Markets. The economic, educational, social and trade customs and conditions determining the sales opportunities for a wide variety of producers' and consumers' goods in three or four of the principal markets in each of the great trading areas. Countries studied will include the United Kingdom, Australia, New Zealand, Union of South Africa, Germany, Israel, Egypt, Switzerland and the Soviet Union. (Formerly Bus. Adm. 148.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits.

†**241.1. Export Marketing—Machinery and Metals.** An advanced course in Foreign Trade designed to meet the needs of those who wish to engage in international trade in machinery and metals. It serves to orient them regarding the technical aspects of the subject. Techniques taught include: sales promotion, market analyses, sources of information, advertising and publicity, sales campaigns, patent and trademark regulations, machinery packing and shipping problems, and subsidiary company operations. A comprehensive knowledge of the international market for machinery and metals is the final objective. (Formerly Bus. Adm. 241.1.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits. Offered in the Evening Session only.

†**241.2. Export Marketing—Textiles and Textile Products.** This course is designed to meet the needs of the students desiring to engage in textile exporting. It will give the student a thorough background in exporting procedures relating to textile fibers, fabrics, and allied products. A study is made of leading textile importing countries, complete fabric analysis and costing, methods of packing, branding and sales promotion, foreign government regulations, and sources of supply and purchasing. Field trips to various textile mills and plants. (Formerly Bus. Adm. 241.2.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits. Offered in the Evening Session only.

†**241.3. Export Marketing—Drugs and Chemicals.** This is an advanced course in Foreign Trade for those interested in the exporting and importing of drugs and chemicals. It deals primarily with the technical aspects of these products, sales promotion and market analyses. Special attention is given to advertising abroad, export publicity methods for pharmaceuticals and chemicals. Stress is given to sources of information, planning sales campaigns, patent and trademark regulations and health certificate registration in other countries. The importance of licensing processes for subsidiary companies as well as for foreign companies abroad is discussed. (Formerly Bus. Adm. 241.3.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits. Offered in the Evening Session only.

†**241.4. Export Marketing—Foods and Food Products.** The highly complex field of the international marketing of perishable and non-perishable food products (from both the viewpoint of export and import), and the local tastes and different standards of living throughout the world, are dealt with in this course. Topics covered involve branding, packaging, trademarking, licensing the manufacturer of food products, standards under the Pure Food and Drug Act both at home and abroad, market analyses, sales campaigns and foreign regulations. Special emphasis is placed upon agreements among manufacturers, processors, the direct and indirect exporter as well as the combination export manager. (Formerly Bus. Adm. 241.4.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits. Offered in the Evening Session only.

†**241.5. Export Marketing—Miscellaneous Products.** Methods of making market analyses, current sales problems, foreign branch and subsidiary company operations, export agents, patent and trade-mark regulations, advertising and sales promotion, planning sales campaigns, shipping, packing and tariff problems, and foreign governmental regulations.

† Degree students may receive credit for only one of these courses: International Trade 241.1, 241.2, 241.3, 241.4, 241.5.

In all cases the subject matter and operating procedures will deal with miscellaneous products other than those covered in International Trade 241.1, 241.2, 241.3, 241.4. (Formerly Bus. Adm. 241.5.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits. Offered in the Evening Session only.

340. Ocean Marine Insurance. A technical course intended for advanced students. Detailed analysis is made of typical cargo and hull insurance policies; a study of risks, rate making, reinsurance, average, adjustment of average and salvage. (Formerly Bus. Adm. 340.) Prerequisites: Internat. Tr. 140 and 143. Open only to graduates and seniors. Two hours a week; 2 credits.

341. Ocean Shipping. A technical course intended for advanced students. Subjects covered include ocean routes, and terminals, free ports, cargo handling and stowage; charter parties, theory of rate making, rate practice and control, pools, agreements and conferences, bunkering, insurance, and recent tendencies in carrier development. (Formerly Bus. Adm. 341.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits.

342. Freight Forwarding and Customs Brokerage. The problems of shipments to seaboard, warehousing, booking of ocean space, lighterage, marine insurance, consular regulations, U. S. export licenses and regulations, import restrictions, customs regulations, liquidation of entries, and international trade finance. Practical exercises in handling and preparing all of the papers used in the import and export movement of goods. Consolidation of shipments and correspondent relations. (Formerly Bus. Adm. 342.) Prerequisites: Internat. Tr. 140 and 143. Open only to graduates and seniors. Two hours a week; 2 credits.

343. Foreign Department Bank Operations. Correspondent relationships, both domestic and foreign, foreign exchange operations, handling of import and export papers, letters of credit, drafts, foreign collections, credit inquiries, and international trade promotion. All matters discussed are from the point of view of the bank handling the financing or collection of import and export transactions. (Formerly Bus. Adm. 343.) Prerequisites: Internat. Tr. 140, 141 and 143. Open only to graduates and seniors. Two hours a week; 2 credits.

344. International Advertising. For advanced students in international trade. International advertising techniques, selection and use of media, translation problems, export catalogues and direct-by-mail advertising, radio, television, and display advertising. A study is made of international advertising agencies and the extent of their services. Advertising problems peculiar to selected countries in Europe, Latin America, Africa, and the Far East. (Formerly Bus. Adm. 344.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits.

345. International Air Transportation. This course is primarily designed to present the business aspects of foreign commercial air transportation. Subjects studied will deal primarily with: airline organization; international air freight forwarders; operation of international airports, terminals, and branches; equipment; international air regulations; operation of passenger, cargo, and mail services. (Formerly Bus. Adm. 345.) Prerequisites: Internat. Tr. 140 and 143. Two hours a week; 2 credits.

348-349. International Trade Training Program I and II. A cooperative work-study program for Seniors majoring in International Trade. Students are placed with oganizations engaged in the various facets of international trade, where they can gain practical experience in the field. Every student is required to submit a term report in a business-like manner, describing his or her work experience, and will be judged on practical accomplishments and personal development. All students will meet as a group once a week, for discussion, conference and lectures. (Formerly Bus. 348-349.) Open only to Day Session Seniors specializing in International Trade and with written permission of the Department. One class hour, twenty work hours each week; 3 credits each semester.

***9643. Advanced Commodity Import Trading.** A study of the problems incidental to the importing and trading in such basic commodities as cocoa, coffee, rubber, sisal, copra, and burlap. Items covered include position statements, hedging, exchange operations, liquidations, futures trading, warehousing and commodity merchandising. (Formerly Bus. Adm. 9643.) Prerequisite: Internat. Tr. 144. Two hours a week; 2 credits. Offered in the Evening Session only.

* This course is offered primarily for graduate students and for qualified students who desire it without credit. Seniors may take it for credit with the permission of the Department.

***9645. Problems of Ocean Traffic, Chartering and Storage.** This course deals with general cargo and bulk movement of commodities in international trade. Topics covered include: charter parties, operation of chartered vessels, rate settings, problems incidental to foreign wharfage, bunkering, shipping economics and cargo handling. (Formerly Bus. Adm. 9645.) Prerequisite: Internat. Tr. 341. Two hours a week; 2 credits. Offered in the Evening Session only.

The following International Trade course may be offered in the future, depending upon student demand: 142, Foreign Traffic and Insurance (formerly Bus. Adm. 142).

MARKETING AND SALES MANAGEMENT

110. Essentials of Marketing. A basic course in the field of merchandise distribution. It deals with the methods, policies, and institutions involved in the distribution of goods from the producer to the consumer; the marketing activities of manufacturers, wholesalers and retailers; methods for improving efficiency and lowering distribution costs for the individual manufacturer, wholesaler, or retailer. (Formerly Bus. Adm. 110.) Required of all degree students beginning with the entering class of September 1951. Three hours a week; 3 credits.

112. Essentials of Salesmanship. Techniques of selling including analyzing the product, evaluating customer needs, buying motives, organization and presentation of sales talks, handling objections, closing, and development of the salesman's personality. (Formerly Bus. Adm. 112.) Two hours a week; 2 credits.

114. Sales Promotion. Techniques of stimulating sales from the manufacturer through the various channels of distribution—aiding retailers and distributors in their management and merchandising, coordinating manufacturers' advertising with distributors' and dealers' merchandising, providing dealer display helps, training dealers and their sales help—and such consumer promotion devices as premiums, contests and samples. (Formerly Bus. Adm. 114.) Prerequisite: Mktg. 110. Two hours a week; 2 credits.

210. Sales Force Management. Organization of a sales department; assignment of responsibilities; techniques in selecting sales force, equipping and training salesmen, territories, routes, compensation; methods of stimulating salesmen; methods of sales control and sales promotion; relation of sales manager to other department heads in an organization. (Formerly Bus. Adm. 210.) Prerequisite: Mktg. 110. Two hours a week; 2 credits.

211. Sales Budgeting and Sales Control. Techniques of sales budgeting and sales control. Topics include: sales forecasting, administering and controlling the sales budget, analyzing and controlling distribution costs. Case studies. (Formerly Bus. Adm. 211.) Prerequisite: Mktg. 110. Two hours a week; 2 credits.

212. Marketing Research. Practical training in the basic techniques of research in marketing, including questionnaire formulation, sampling, interviewing, panels, and report writing. Case studies of actual business problems and reports will be presented and the class will complete a marketing research survey during the term. (Formerly Bus. Adm. 212.) Prerequisites: Mktg. 110 (except for Statistics majors) and Eco. 15. Three hours a week; 3 credits.

213. Advanced Marketing Research. A workshop course in marketing research designed to provide the student with practical applications of the various principles of marketing research. A number of actual business problems which lend themselves to marketing research analysis are completed in the course of the term. (Formerly Bus. Adm. 213.) Prerequisite: Mktg. 212. Two hours a week; 2 credits.

217. Marketing of Textiles and Apparel. The course aims to supply informational background for students interested in the retailing, wholesaling or manufacturing of textiles or apparel, exclusive of fashion merchandising. The importance of the New York metropolitan market, the structure, marketing institutions, functional problems, marketing techniques and trends within the industries are examined. (Formerly Bus. Adm. 217.) Prerequisite: Mktg. 110. Recommended related course: Ret. 131. Two hours a week; 2 credits.

---

* This course is offered primarily for graduate students and for qualified students who desire it without credit. Seniors may take it for credit with the permission of the Department.

218. Textile Converting. In this course, the following problems and procedures of the converter are presented: purchasing of greige goods, interpretation of greige goods and finished goods contracts (printed contents and insertions), dyeing and finishing procedures, purchasing and preparation of designs for printing and registration, printing methods and machinery used, shrinkage and working allowance in wet processing, costing of finished fabrics, preparation of dye orders, fabric defects and examination of cloth, and converting records. Prerequisite: Ret. 131-231. Four hours a week; 3 credits.

219. Advanced Marketing Policies. Formulation of company marketing policies with reference to product policy, price policy, promotion policy, distribution channels, dealer relations, governmental controls and distribution cost control. Case studies and problems. (Formerly Bus. Adm. 219.) Prerequisite: Mktg. 110. Two hours a week; 2 credits.

310. Wholesaling. Designed for persons in the field of marketing who will deal with the problems faced by wholesalers, including internal organization, operating policies and procedures, relationship with manufacturers and retailers. Merchandising methods and policies as well as successful sales development techniques will be emphasized. Trend and future of wholesaling. (Formerly Bus. Adm. 310.) Prerequisite: Mktg. 110. Two hours a week; 2 credits.

312. Industrial Marketing. The problems of marketing industrial or producers' goods, such as raw and semi-finished materials for manufacture, fuels, and equipment of all kinds. Product analysis, market analysis, and channel analysis for this class of goods. Problems of technical advertising, compensation of salesmen, selection and training of salesmen, use of sales agencies, allocation of territories, and service requirements. (Formerly Bus. Adm. 312.) Prerequisite: Mktg. 110. Two hours a week; 2 credits.

313-314. Sales and Sales Management Training Program I and II. Coordinated and supervised practical work experience in the cooperating sales departments. Students will be placed where they can gain an insight into practical sales training, selling, and sales management functions. Each student will complete a work-book, describing all major phases of the organization to which he is assigned, will write a comprehensive report on some phase of his experience, and will be rated on his job accomplishment and attitude. The class will meet one hour a week for orientation and lectures. (Formerly Bus. Adm. 313-314.) Open only to Day Session Seniors who are specializing in Marketing and Sales Management and with written permission of the Department. One class hour and twenty work hours each week; 3 credits each semester.

***9610. Advanced Sales Management Problems.** Case study analysis of crucial sales management problems: salesman compensation; territory division among branch sales offices, salesmen and distributors; quota determination for salesmen and distributors. (Formerly Bus. Adm. 9610.) Prerequisite: Mktg. 210. Two hours a week; 2 credits. Offered in the Evening Session only.

***9611. Salesman Training and Supervision.** Intensive study of modern techniques of salesman training and supervision. Preparation of sales training manuals. Illustrative case studies. (Formerly Bus. Adm. 9611.) Prerequisite: Mktg. 210. Two hours a week; 2 credits. Offered in the Evening Session only.

***9612. Case Studies on Marketing Research.** Case study experience in conceiving, planning, undertaking, and reporting actual marketing research projects. (Formerly Bus. Adm. 9612.) Prerequisites: Mktg. 212 and Bus. Stat. 253. Two hours a week; 2 credits. Offered in the Evening Session only.

***9619. Marketing Campaigns.** Case study analysis of actual applications of market planning in launching new products, involving product planning, market potential determination, formulation of price policy, and sales force coordination. (Formerly Bus. Adm. 9619.) Prerequisites: Advt. 120 and Mktg. 114, 210 and 219. Two hours a week; 2 credits. Offered in the Evening Session only.

---

* This course is offered primarily for graduate students and for qualified students who desire it without credit. Seniors may take it for credit with the permission of the Department.

PUBLIC RELATIONS AND PUBLICITY

129. Essentials of Publicity. A comprehensive study of basic tools and techniques used by the working publicist, including analysis of major media used in publicity as an integral part of public relations. Develops ability to create, write and place news stories and pictures for newspapers, magazines, radio, television and newsreels. Prepares student to implement institutional, product and personality publicity. Course augmented by class discussions of effective campaigns. (Formerly Bus. Adm. 129.) Two hours a week; 2 credits.

203. Public Relations. A practical survey course covering essentials of current public relations practice. Organization of public relations work, areas of public relations, analysis of major "publics," and application of latest public relations techniques to business problems and opportunities. Emphasis is placed on new developments in the field, trends in public opinion, and their impact on public relations practice. Up-to-date illustrative materials are used as basis for class discussions. (Formerly Bus. Adm. 203.) Two hours a week; 2 credits.

REAL ESTATE

190. Essentials of Real Estate. This is an introductory course to acquaint the student with the fundamentals of real estate practice and the essentials of the various phases of the real estate business, including brokerage, mortgage financing, investments, management and valuation. This course and Real Est. 299 will meet the educational requirements for the State Real Estate Broker's License. (Formerly Bus. Adm. 190.) Prerequisite: Mgt. 103. Three hours a wek; 3 credits.

191. Real Estate Valuation and Appraisal. The principles of real estate valuation including the tools and techniques, the economic basis and background, and the methods of determining value. Application of appraisal methods is illustrated by practical case studies. (Formerly Bus. Adm. 191.) Prerequisite: Real Est. 190. Two hours a week; 2 credits.

192. Building Construction—Essentials. This course is intended to give to the business student and the real estate broker or investor a working knowledge of the physical and mechanical characteristics of the structures with which he must work. Studied are the elements of plan reading, of planning and design, and of the utilization of varying material and equipment, as well as municipal and other governmental regulations. (Formerly Bus. Adm. 192.) Prerequisite: Real Est. 190. Two hours a week; 2 credits.

193. Real Estate Financing and Investments. The course covers mortgage financing and real estate investing. Financing subjects include mortgage sources, primary and secondary mortgages, temporary and leasehold financing, mortgage brokerage, mortgage applications and lenders' requirements. Valuations are discussed from the viewpoints of the lender and of the investor. Real estate investments and offerings are analyzed in detail through case studies. (Formerly Bus. Adm. 193.) Prerequisite: Real Est. 190. Two hours a week; 2 credits.

194. Real Estate Management. Procedure and practice in the management of real property, agency vs. owner management, organization of the management office, tenant and labor relationships, record keeping, government regulations and their effect on management practices. Problems are studied in the light of current practices employed by real estate firms in the management of actual properties. (Formerly Bus. Adm. 194.) Prerequisite: Real Est. 190. Two hours a week; 2 credits.

195. Fundamentals of Hotel Management. A course intended for real estate men interested in the specialized problems of maintenance, operation and management of hotels, primarily residential in character. (Formerly Bus. Adm. 195.) Prerequisite: Mgt. 103. Two hours a week; 2 credits. Offered in the Evening Session only.

197. Operation of Private Housing Projects. This course is designed to cover the special problems of administration, management and operation arising out of the large scale apartment projects which have developed in the city and in the suburbs since the War. Case studies include large garden type suburban projects. (Formerly Bus. Adm. 197.) Prerequisite: Real Est. 194. Two hours a week; 2 credits. Offered in the Evening Session only.

291. Advanced Real Estate Valuation and Appraisal. An advanced course in valuation procedure and practice. The three basic appraisal methods, sales comparison, summation and income capitalization are studied in detail through assigned problems. Also studied are the mathematics of valuation including the valuation of leaseholds and partial interests and the impact of taxes on realty transactions; also the procedure and requirements involved in valuations for special purposes and litigated matters. (Formerly Bus. Adm. 291.) Prerequisite: Real Est. 191. Two hours a week; 2 credits.

292. Building Construction—Problems. A practical course for students in the practices and problems of building construction and operation, including case studies of specific projects. Measurement and estimation of quantities and costs, trends in costs and design, compliance with governmental regulations and expediting construction are among the topics covered. (Formerly Bus. Adm. 292.) Prerequisite: Real Est. 192. Two hours a week; 2 credits. Offered in the Evening Session only.

294. Property Maintenance and Operation. Problems and practices in property operation and maintenance. Included are studies in the selection and supervision of personnel, in the general servicing and maintenance of buildings, in the repair, maintenance and replacement of equipment, in the maintenance of structural elements and in the handling of contracts, contractors and supplies. This course is supplementary to Real Est. 194 and completes the study of the management and operation of real estate. (Formerly Bus. Adm. 294.) Prerequisite: Real Est. 194. Two hours a week; 2 credits.

299. Real Estate Brokerage and Problems. The course outlines the organization of a brokerage office and details the procedure and practice in the work of the real estate broker, whether in a small office or a large one. Discussed are the obtaining of prospects, the filing of listings, the preparation of mortgage applications and sales or rental offerings, the methods of advertising and business promotion and the problems and techniques of negotiation and closing of sales, leases and other real estate transactions. Real Est. 190 and this course will meet the educational requirements for the State Real Estate Broker's License. (Formerly Bus. Adm. 299.) Prerequisite: Real Est. 190. Two hours a week; 2 credits.

390-391. Real Estate Training Program I and II. A cooperative work-study program for Seniors majoring in Real Estate. Students will obtain part-time employment with realty organizations. Classes will meet for one hour per week for conferences, discussions and lectures. Their records, training, and experience will be considered not only for admission to the course but also in choosing the position or organization to which they will be assigned. Each student is required to submit a written term report describing his work-experience and will be rated on the basis of his job accomplishments and aptitude. Open only to Day Session Seniors specializing in Real Estate and with written permission of the Department. One class hour, twenty work hours each week; 3 credits each semester. (Formerly Bus. Adm. 390-391.)

***9691. Appraisal Problems.** The course includes analyses of practical appraisal problems in the light of current conditions and the preparation, analysis and discussion of students' appraisal reports. (Formerly Bus. Adm. 9691.) Prerequisite: Real Est. 291. Two hours a week; 2 credits. Offered in Evening Session only.

***9698. Problems and Development of Suburban Commercial Real Estate.** Intensive study of shopping center development, basis for creation, market analysis, promotion, financing. Especially designed for advanced students of real estate analysis. Office building development in suburban locations will also be considered. Case problems and student study problems will supplement lectures. (Formerly Bus. Adm. 9698.) Prerequisite: Real Est. 291. Two hours a week; 2 credits.

***9699. Problems and Development of City Commercial Real Estate.** Intensive study of commercial real estate development in the central city. Retail real estate analysis and office building analysis. The percentage lease and other leasing techniques. (Formerly Bus. Adm. 9699.) Prerequisite: Real Est. 291. Two hours a week; 2 credits.

The following real estate course may be offered in the future depending upon student demand: Real Est. 297, Problems in Housing and Housing Operations.

---

* This course is offered primarily for graduate students and for qualified students who desire it without credit. Seniors may take it for credit with the permission of the Department.

RETAILING

130. Elements of Retailing. The basic or survey course that discusses the opportunities in retailing, the history of retailing, types of retail institutions, the consumer trends that have an impact on retailing, as well as problems of store policy, store location, building, and store organization. The advantages of going into business for oneself are compared with those of working for others. The personal requirements for a successful career in retailing are emphasized. (Formerly Bus. Adm. 130.) Co-requisite or prerequisite: Mktg. 110 or marketing or retailing experience approved by the Department. Two hours a week; 2 credits.

131. Elementary Textiles. A study of the basic textile materials—their nature, source, characteristics, applications and uses; the weaving, dyeing and finishing of fabrics; the processes of manufacture from raw material to consumers' goods; use advantages and disadvantages from consumer point of view; standards and tests. (Formerly Bus. Adm. 131.) Two hours a week; 2 credits. Laboratory fee: $3.00.

132. Apparel Accessories (Non-Textiles). The major articles of clothing and personal articles, other than textiles, that are sold in retail stores, are analyzed. It covers the sources of raw materials, preparation and manufacture, government rulings, terminology, selling points, and care of the following: furs, shoes, handbags, gloves, luggage, jewelry, and cosmetics. (Formerly Bus. Adm. 132.) Two hours a week; 2 credits.

133. Retail Salesmanship. A practical intensive course intended to develop skill in aiding the customer to buy. Considerable practice is required of students in analyzing the needs of customers, recommending the proper type of merchandise, helping the customer to reach a buying decision, and handling difficult situations and problems which frequently arise. (Formerly Bus. Adm. 133.) Prerequisite: Ret. 130. Two hours a week; 2 credits.

134. Retail Buying Procedures. The methods of preparing for buying, the actual techniques employed by buyers in selecting new lines, merchandise selection, placing orders and handling other phases of the buying job. Relations with suppliers are carefully analyzed. Problems and techniques of resident, group and central buying are also dealt with in detail. Other phases of the course include preparation for a retail buying career, chain and department store organization for merchandising, brand policies and trade relations. (Formerly Bus. Adm. 134.) Prerequisite: Ret. 130. Two hours a week; 2 credits.

135. Retail Merchandising. Basic mathematical procedures are demonstrated by practical methods in this course. Among the topics studied are: profit analysis; the calculation of markup; pricing problems; the retail method of inventory; its uses as a merchandising tool for computation of profits; and stockturn. (Formerly Bus. Adm. 135.) Prerequisite: Ret. 130. Two hours a week; 2 credits.

136. Visual Merchandising in Retailing. An intensive presentation of the fundamental principles and methods involved in creating effective displays in windows and in interiors. Topics include developing the basic display idea, selection and use of appropriate equipment and materials, color and lighting effects, how to select merchandise and arrange it in displays and settings. (Formerly Bus. Adm. 136.) Prerequisite: Ret. 130. Three hours a week; 2 credits. Offered in the Evening Session only.

137. Retail Advertising. Intended to provide students with a sound approach to the problems of retail store advertising. Included is the preparation of copy for various types of merchandise as well as discussion for comparison of current ads appearing in New York newspapers. (Formerly Bus. Adm. 137.) Recommended before Ret. 137: Ret. 130. Two hours a week; 2 credits. (This course may not be included in the same group specialization with Advt. 120.)

138. Home Furnishings Accessories (Non-Textiles). The major articles of home furnishings, other than textiles, that are bought and sold in retail stores. Chief articles analyzed, classified, and evaluated are: china, glass, silver, household appliances, furniture, paper, rubber and plastics. (Formerly Bus. Adm. 138.) Two hours a week; 2 credits.

139. Fashion in Retailing. How the world of fashion operates in relation to the retail field. Among the topics studied are: the work of prominent French, American, and English designers; application of color and line to fashion; characteristics of fashion

movements; analysis of current fashions and predictions of trends; fashion promotion and coordination; buying fashion merchandise, and fashion shows. (Formerly Bus. Adm. 139.) Prerequisite: Ret. 130. Two hours a week; 2 credits.

230. Retail Store Management. A study of store operations and their relationship to profitable retailing. An analysis is made of current practices in store layout, store maintenance, service to customers, expense budgeting and control, receiving, marking, delivering, employment procedures, training, methods of wage payment, and welfare activities. The emphasis is placed on the management operations of the large retail store. (Formerly Bus. Adm. 230.) Prerequisite: Ret. 130. Two hours a week; 2 credits. Degree students will receive credit for only one of these courses: Ret. 230 or 430.

231. Advanced Textiles. The names and identifying features of staple textile fabrics used in women's girls' and infants' wear, men's and boys' wear, domestic and home furnishings, approximate prices per yard, and widths in which the fabrics are woven. Swatches are analyzed by students at each class. A basic knowledge of textiles is required of those registering for this course. (Formerly Bus. Adm. 231.) Prerequisite: Ret. 131. Two hours a week; 2 credits. Laboratory fee: $3.00.

232. Retail Personnel Relations. Current practice and problems in retail personnel administration. Topics covered include: employment problems, sources of labor supply, selection and placement, job analysis, personnel records, rating plans; initial job and promotional training; social service, health, recreational activities; methods of wage payment; wage stabilization, personnel budget, current legislation. A basic knowledge of store management is required of those registering for this course. (Formerly Bus. Adm. 232.) Prerequisite: Ret. 130. Two hours a week; 2 credits.

233. Supervision in Retailing. Designed to prepare the student to assume executive responsibility in business. The course is based on job training programs that have been found of great value in the training of store supervisors: Job Instruction Training; Job Relations Training; and Job Methods Training. (Formerly Bus. Adm. 233.) Prerequisite: Ret. 130. Limited to graduates and seniors. Two hours a week; 2 credits.

234. Central Buying and Merchandising Procedures. An advanced course dealing with the operations of central buying offices. Topics include: organization for central buying; types of plans in use; the responsibilities of the store units; basic records maintained in the office; distribution based on analysis of sales and stock records; planning over-all purchase requirements; the allocation of the cost burden among the stores served. (Formerly Bus. Adm. 234.) Prerequisites: Ret. 134 and 135 or permission of the Department. Two hours a week; 2 credits. Offered in the Evening Session only.

235. Advanced Retail Merchandising. The principles and techniques of making merchandise plans which permit the merchant to adjust the controllable factors which affect profitable store operations. This course includes detailed analysis of merchandise budgeting to assure maximum sales with minimum inventory classification control; unit control systems for maintaining desired stocks; making of buying plans. A basic knowledge of retail merchandising mathematics is required for registration in this course. (Formerly Bus. Adm. 235.) Prerequisite: Ret. 135 or experience approved by the Department. Two hours a week; 2 credits.

236. Retail Credit and Collection Management. The essentials of consumer credits: agencies, sources of credit information, the credit decision, collection procedure, legal remedies. A basic course for retail charge account, installment credit and personal loan work, recommended to accountancy, management, and merchandising students interested in the retail field. Text, lectures, problems. (Formerly Bus. Adm. 236.) Prerequisite: Ret. 130. Two hours a week; 2 credits. Offered in Evening Session only.

237. Retail Sales Promotion. The methods of determining what and when to promote; the budgeting and planning of sales-promotional activities; the execution of the plan; external and internal promotional activities; and display. For merchandisers as well as advertisers. (Formerly Bus. Adm. 237.) Prerequisite: Ret. 130. Two hours a week; 2 credits.

330. Retail Training Program I. Coordinated and supervised practical work experience in the cooperating stores and buying offices. Students will be placed where they can gain an insight into both the selling and buying phases of retail institutions. Each student

will write a comprehensive report on some phase of his experience and will be rated on his job accomplishment and attitude. (Formerly Bus. Adm. 330.) Open only to Day Session Seniors and graduate students specializing in Retailing and with written permission of the Department. One class hour and a minimum of 20 work hours each week; 3 credits.

331. **Retail Training Program II.** Coordinated and supervised practical work experience in the cooperating stores and buying offices. Students will be placed where they can gain an insight into both the selling and buying phases of retail institutions. Each student will write a comprehensive report on some phase of his experience and will be rated on his job accomplishment and attitude. (Formerly Bus. Adm. 331.) Prerequisite: Ret. 330. Open only to Day Session Seniors specializing in Retailing and with written permission of the Department. One class hour and a minimum of 20 work hours each week; 3 credits.

332. **Textile Testing and Fabric Analysis.** An analysis of textiles, both fibres and fabrics, by means of tests to evaluate their physical properties. Topics include the care and use of apparatus for physical testing, identification of fibres by means of the microscope; grading of fibres and analysis of yarn numbering systems; fabric construction and point paper designs, use of the analytical balance, tensile testing machines, and spray tester, color fastness tests. This course gives special attention to the needs of students entering the wearing apparel industries. (Formerly Bus. Adm. 332.) Prerequisite: Ret. 131. Three hours a week; 2 credits. Laboratory Fee $3.00. Offered in the Evening Session only.

335. **Retail Merchandising Analysis.** Designed to teach students to apply the knowledge gained in other courses to the solution of actual problems. The case method is used. (Formerly Bus. Adm. 335.) Prerequisites: Ret. 134 and 135 or permission of the Department. Two hours a week; 2 credits. Offered in the Evening Session only.

337. **Workshop Course in Retail Advertising.** Practice in writing copy followed by constructive criticism and revision. Among the topics considered are: the purpose of retail copy, gathering the facts, getting the customer's point of view, choice of the copy approach, writing of the following kinds of copy—institutional, promotional, service, prestige, regular price-line, bargain, fashion, utility, reason-why, human-interest and rationalization. (Formerly Bus. Adm. 337.) Prerequisite: Ret. 137 or permission of the Department. Two hours a week; 2 credits. Offered in the Evening Session only.

430. **Small Store Management.** The special problems of operating in the smaller store. Among the topics treated are store layout as an aid to sales and service, organizing store routine, store planning and maintenance, financing, sales promotion methods, records that aid profitable control, budgeting, and store maintenance problems (insurance, services). (Formerly Bus. Adm. 430.) Prerequisite: Ret. 130 or permission of the Department. Two hours a week; 2 credits. Degree students may receive credit for only one of these courses: Bus. Adm. 230 or 430. Offered in the Evening Session only.

431. **Establishing A Small Retail Store.** The special problems in setting up a small store are analyzed. The topics covered include reasons for going into business, developing a store personality, appraising a going store, operation, finding a suitable location, planning the store front, laying out the store, and conducting an opening promotion. Prerequisite: Mktg. 110. Two hours a week; 2 credits.

*9531. **Cooperative Retail Research.** Coordinated and supervised special-project jobs, involving analysis, in the cooperating stores, buying offices and retail research organizations. Graduate students will be placed in positions where they can analyze certain phases of retail activity. The graduate group will meet one hour a week in class for orientation and occasional lectures. (Formerly Bus. Adm. 9531.) Prerequisite: Ret. 330. One class hour and a minimum of twenty hours of field work each week. Open only to Day Session graduate students specializing in Retailing who are approved by the Department. 3 credits.

*9630. **Retail Store Management Policies.** Emphasis is placed on broad management policies and problems of retail stores. Integration of internal departments and personnel are discussed together with external changes. Sociological and governmental influences

* This course is offered primarily for graduate students and for qualified students who desire it without credit. Seniors may take it for credit with the permission of the Department.

together with labor relations are also examined. Case studies are conducted in each area outlined and a term paper is required. (Formerly Bus. Adm. 9630.) Prerequisites: Mktg. 110 and Ret. 130 or their equivalent. Two hours a week; 2 credits. Offered in the Evening Session only.

*9634. **Retail Buying Policies.** By means of cases and projects, students are confronted with the types of decision faced by store buyers. Buying policies considered include: quality standards and specifications, brands, assortments, pricing and vendor relations. There is also a detailed presentation of the most effective organization of the buying in department stores, in chains, and through resident buying offices. Special attention is given to the problem of planning model stock assortment. (Formerly Bus. Adm. 9634.) Prerequisites: Mktg. 110 and Ret. 130 or their equivalent. Two hours a week; 2 credits. Offered in the Evening Session only.

*9635. **Retail Merchandising Techniques.** This course trains the student to interpret the statistical data upon which merchandising decisions are based. Emphasis is placed upon the following factors that determine profits: dollar sales, transactions, inventories, markup, and expenses. (Formerly Bus. Adm. 9635.) Prerequisites: Mktg. 110 and Ret. 130 or their equivalent. Two hours a week; 2 credits. Not open to students who have had Ret. 135 or its equivalent. Offered in the Evening Session only.

*9637. **Retail Sales Promotion Techniques.** By means of case histories and projects, students practice the steps in undertaking sales promotional events of various kinds. Special attention is given to the budgeting of advertising and of other promotional activities. (Formerly Bus. Adm. 9637.) Prerequisites: Ret. 134 or 9634 and Advt. 120 or Ret. 137 or their equivalent. Two hours a week; 2 credits. Offered in the Evening Session only.

STATISTICS

151. Graphic Statistics. Principles and effective procedures used in constructing graphs, charts, statistical maps, and other types of graphical presentations. Emphasis is placed upon the application of these charts to current industrial and business problems. The evaluation and the corrective criticism of graphic methods now used. Students learn to prepare original charts for publications. (Formerly Bus. Adm. 151.) Prerequisite: Econ. 15. One hour of lecture and two hours of laboratory a week; 2 credits. Laboratory fee: $3.00.

152. Sources of Business Data. The sources of statistics available to the business man are surveyed for use in the solution of his problems in many fields. The sources of data within the concern together with the problems encountered in the use of these data will be covered. Published data from many sources as well as the sources of data from unpublished sources will also be discussed. Data for use in problems of market research, sales analysis, personnel work, advertising, and many other fields will be investigated. (Formerly Bus. Adm. 152.) Prerequisite: Econ. 15. Two hours a week; 2 credits.

153. Advanced Statistical Methods (Short Course). A survey of the more commonly used advanced statistical methods. This course is a condensed one-semester version of Bus. Stat. 154 and 155 for those requiring a brief treatment and who do not expect to specialize in Statistics or Market Research. Topics covered include correlation—linear, non-linear, multiple, and partial, probability, sampling, analysis of variance. Subjects are treated briefly as a survey of each topic. Students who transfer to a major in Statistics and Marketing Research will lose credit for this course. This course will serve as a prerequisite to Statistics courses only where indicated. (Formerly Bus. Adm. 153.) Prerequisite: Econ. 15. Two hours of lecture and two hours of laboratory a week; 3 credits. Students will not be allowed credit for Bus. Stat. 153 if they take Bus. Stat. 154-155.

154. Advanced Statistical Methods I. A course in statistical methods and interpretation of statistical data, making use of techniques such as: frequency distribution analysis, curve fitting, correlation analysis (linear and non-linear), contingency tables, probability and tests of hypothesis. Actual business problems will be taken up which require statistical analysis. (Formerly Bus. Adm. 154.) Prerequisite: Economics 15. Two hours of lecture and two hours of laboratory a week; 3 credits.

* This course is offered primarily for graduate students and for qualified students who desire it without credit. Seniors may take it for credit with the permission of the Department.

155. Advanced Statistical Methods II. A survey of the more commonly used advanced statistical methods. Modern methods of statistical inference, tests of the reliability of sample statistics and tests of the significance of differences between sample statistics. Analysis of variance; advanced methods of correlation analysis, multiple and partial correlation and joint correlation. (Formerly Bus. Adm. 155.) Prerequisite: Bus. Stat. 154. Two hours of lecture and two hours of laboratory a week; 3 credits.

156. Sampling Theory and Practice. Designed primarily for those who plan to employ sampling procedures in the solution of marketing, business and industrial problems. Basic sampling theory is developed in order to insure a mature understanding of sampling methods. The mechanics of sampling are stressed involving such important problems as: selection of sampling unit; determination of sample size; random and stratified sampling; purposive selection; sub-sampling and sampling clusters; sampling from finite universe; the analysis of variance in the design of sampling experiments; sampling limitations as a result of fixed administrative costs conditions; area and quota sampling. Emphasis is placed on the application of sampling techniques to market research, audience analysis and industrial quality control. (Formerly Bus. Adm. 156.) Prerequisite: Bus. Stat. 155. Two hours of lecture and two hours of laboratory a week; 3 credits.

157. Analysis of Variance, Principles and Application. The principles and application of the modern technique of analysis of variance. By-variate and multi-variate analyses, problems in interaction and co-variance are included. The use of the analysis of variance method in connection with the correlation techniques is covered. Various applications in the fields of business and industry are studied. (Formerly Bus. Adm. 157.) Prerequisite: Bus. Stat. 155. Two hours of lecture and two hours of laboratory a week; 3 credits.

159. Mechanized Control Systems in Business. The use of IBM punch card machines as an aid in meeting the accounting and statistical requirements of management. Actual demonstrations and laboratory work on the various machines in the assembling of figure-facts for production, sales, costs, taxes, purchasing, and payroll. (Formerly Bus. Adm. 159.) Two hours of lecture and two hours of laboratory a week; 3 credits.

250. Problems in Business Statistics. The application of statistical methods to practical problems in purchasing, cost analysis, quality control, personnel analysis, equipment analysis, sales and market analysis. (Formerly Bus. Adm. 250.) Prerequisite: Bus. Stat. 154. Two hours of lecture and two hours of laboratory a week; 3 credits.

251. Statistical Practice. Designed to supplement the academic training in statistical techniques and principles acquired in previous courses. This course permits students to actually work out the solution of statistical problems as a group under conditions similar to those encountered in business. Actual problems of general interest are obtained from business organizations, from trade associations, government agencies and other sources and presented to the group for solution under guidance. Problems are handled by the students from their inception to their final conclusion in the form of a report. One or more problems, depending on the extensive nature of the solution are used. Where necessary punched card and other equipment are used in the solution. (Formerly Bus. Adm. 251.) Prerequisite: Bus. Stat. 155. Two hours of lecture and two hours of laboratory a week; 3 credits.

252. Statistical Methods in Auditing. This course is designed primarily for the accounting major who desires to supplement auditing practices with widely used statistical methods. Statistical principles are surveyed with special emphasis given to accounting applications. Current sampling practices in auditing are appraised and future potentialities are explored. Special applications considered include: sampling account records, inventory control, control of clerical errors, qualitative and quantitative errors, accounts receivable. (Formerly Bus. Adm. 252.) Prerequisites: Economics 15 and Accountancy 221. Two hours a week; 2 credits.

253. Statistics of Market Research. Presents the applications of statistics to problems arising in the field of marketing and distribution. The topics covered will include sales research (setting quotas and measurement of performance), sales forecasting, market surveys (consumer and industrial), mail surveys, audience research, and distribution cost analysis. (Formrly Bus. Adm. 253.) Prerequisite: Bus. Stat. 155 or permission of the Department. Two hours of lecture and two hours of laboratory; 3 credits.

254. Statistics of Advertising Research. This course presents the methods of statistical analysis as they apply to the advertising functions of media research, copy research, and determination of effectiveness campaigns. The course will present the problems from both the advertiser's and the agency's viewpoints. (Formerly Bus. Adm. 254). Prerequisites: Advt. 120 and Bus. Stat. 153 or 154 and 155. Two hours of lecture and two hours of laboratory a week; 3 credits.

255. Statistical Quality Control Methods. The principles and applications of industrial sampling theory and quality control techniques to the control of industrial and managerial operations. This involves the collection, tabulation, analysis and interpretation of industrial and administrative data; the application of sampling theory to the control of raw materials, goods in process, assembled items, producer and consumer risks; the construction and operation of control charts for variables, defects and defectives; the design and administration of currently used acceptance plans. In addition, emphasis is placed on the application of quality control procedures to business administration fields, such as, personnel, auditing, purchasing, and sales control. (Formerly Bus. Adm. 255.) Prerequisite: Bus. Stat. 153 or 155. Two hours of lecture and two hours of laboratory a week; 3 credits.

256. Advanced Sampling Theory and Practice. This course is designed to give business and industrial researchers an understanding of the theory and the application of advanced sampling systems. The formulation of plans for complex sampling designs are stressed involving multi-stage sample, multiple stratification and deep stratification; sub-sampling; double sampling; the ratio estimate and linear regression estimates; the master sample plan. Practical problems involving the allocation of available resources for optimum precision are considered. Recent investigations of sampling methods as applied to Area and Quota procedures are analyzed. The statistical efficiency of alternate methods of estimation; sufficiency, consistency; description of actual sampling surveys are presented (work of Neyman, Mahalonobis). (Formerly Bus. Adm. 256.) Prerequisite: Bus. Stat. 156. Two hours of lecture and two hours of laboratory; 3 credits.

257. Statistics of Sales Analysis. The methods of statistical analysis available to sales management to help establish and maintain sales control. Sales research programs as developed and used by large corporations will demonstrate the uses of sales record analysis, sales quotas, sales forecast, and distribution cost analysis in controlling selling effort. (Formerly Bus. Adm. 257.) Prerequisites: Mktg. 211 and Bus. Stat. 153 or Bus. Stat. 154 and 155. Two hours of lecture and two hours of laboratory a week; 3 credits.

258. Radio and Television Research Methods. An analysis of the methods of studying and measuring radio audience size, composition and reaction. Methods such as recall, coincidental, panel and mechanical methods are studied. Discussions are supplemented by laboratory work experimenting with and testing methods used. (Formerly Bus. Adm. 258.) Prerequisite: Bus. Stat. 154 or permission of the Department. Two hours of lecture and two hours of laboratory a week; 3 credits.

259. Advanced Mechanized Control Systems in Business. A study of the more complex systems of application of punched card machines to problems of control in business management and to research. Areas covered include sales distribution, production control, personnel, transportation, governmental and research statistics. (Formerly Bus. Adm. 259.) Prerequisite: Bus. Stat. 159. Two hours of lecture and two hours of laboratory a week; 3 credits.

350-351. Statistics Training Program I and II. "Trainee Statisticians" are given an opportunity to supplement their classroom work with supervised practical research experience in cooperating industrial and business establishments. Students will be selected on the basis of demonstrated ability to make statistics their profession. Trainees will be placed where they can develop a mature understanding of the utilization of statistical techniques and research methods. Each student is required to prepare a comprehensive workbook describing major phases of statistical activity of the organization in which he is working. Trainees will meet one hour a week in class for discussion, orientation and lectures. During the second term the student will work in a different institution so as to obtain a broad background of experience. (Formerly Bus. Adm. 350-351.) Open only to Day Session Seniors specializing in Statistics and with written permission of the Department. One class hour, twenty work hours each week; 3 credits each semester.

359. **Statistical Techniques by Machine Methods.** Designed to develop the use of machine methods to simplify statistical analysis and computations. Currently used machine methods are evaluated and appraised with specific emphasis on special statistical problems. The special applications include problems in quality control, correlation analysis, curve fitting, analysis of variance and sampling. This course does not include instruction and practice in machine operation nor does it include instruction in the system aspects of mechanized accounting methods. (Formerly Bus. Adm. 359.) Prerequisite: Bus. Stat. 154. Two hours of lecture and two hours of laboratory a week; 3 credits.

*9652. **Foundations of Modern Statistical Theory and Business Applications.** A survey of the theoretical foundations of contemporary statistics and their applications to business problems. Principles such as general distribution theory, methods of estimation, current test procedure, and non-parametric inference are reviewed. Their application to problems in industrial statistics, market research and related fields is stressed. Contemporary literature on recent problems and developments in statistics is also examined. (Formerly Bus. Adm. 9652.) Prerequisites: Bus. Stat. 155, Math. 217 or Math. 3 and 4. Two hours of lecture and two hours of laboratory a week; 3 credits. Offered in the Evening Session only.

*9653. **Testing of Statistical Hypotheses.** The assumption underlying methods of formulating and testing statistical hypotheses with applications to business, economics, psychology and market research. Study of Null hypotheses, simple and composite hypotheses, critical regions, errors of the first and second kind, and likelihood ratio tests to normal regression theory and analysis of variance. (Formerly Bus. Adm. 9653.) Prerequisite: Bus. Stat. 155. Two hours of lecture and two hours of laboratory a week; 3 credits. Offered in the Evening Session only.

*9655. **Seminar in Statistical Quality Control.** A discussion group covering problems in the application of statistical quality control in the factory and office including such areas as process control, including control chart techniques, acceptance sampling (variables and attributes), specifications, measurements, quality research, quality variability and other phases of application and theory. New developments and techniques will be examined in round table discussion. Prominent practitioners in this field will participate in group discussions. (Formerly Bus. Adm. 9655.) Prerequisite: Bus. Stat. 255 or equivalent experience and permission of the Department. Three hours a week; 3 credits. Offered in the Evening Session only.

*9657. **Design of Statistical Investigations.** An analysis of the considerations involved in designing statistical investigations in the application of various statistical techniques in industry, business, science, and other fields. Methods of experimental design, creation of mathematical models including factorial designs, partial confounding, randomized blocks and the use of mathematical models in business and other fields. (Formerly Bus. Adm. 9657.) Prerequisite: Bus. Stat. 155 or equivalent business experience. Two hours of lecture and two hours of laboratory a week; 3 credits. Offered in the Evening Session only.

THESIS SEMINAR

9301-9302. **Thesis Seminar I and II.** Offered for the purpose of enabling the graduate student to undertake research under faculty guidance in the following fields: Advertising, Business Management, Credit Management, Insurance, International Trade, Marketing and Sales Management, Personnel Management, Public Relations and Publicity, Real Estate, Retailing and Statistics. Each student will be required to write an acceptable thesis. Guidance is provided in the selection of an appropriate topic, preparation of an outline, the availability and use of research materials, and in the conduct of original research. Two terms; 2 credits a term. Open only to graduate students who have been accepted as candidates for the Master's degree. Credit is not allowed for 9301 alone.

* This course is offered primarily for graduate students and for qualified students who desire it without credit. Seniors may take it for credit with the permission of the Department.

CHEMISTRY

1b-2b. Descriptive General Chemistry. This introductory course is designed particularly for students of business and public administration. Individual student experimentation in well-equipped laboratories is supplemented by lectures, recitations, and conferences. In addition to studying fundamental principles, theories, and techniques, the student becomes familiar with the properties of substances, the synthesis of new raw materials, and the chemical control of process and products. Two terms; two lectures, one recitation and three hours laboratory a week; 4 credits each term. Laboratory fees: Chem. 1b, $2.50; Chem. 2b, $2.50. These include the cost of re-agents, consumable equipment, laboratory manual, study outlines, and notebooks.

Chemistry 115b, Standards of Materials, may be offered in the future, depending on student demand.

(For liberal arts elective courses offered at this School see the Bulletin of the College of Liberal Arts and Science).

ECONOMICS

Economics as "the social science of business" constitutes the foundation of realistic industrial and commercial enterprise. It contributes in a large measure to an understanding of business trends and the underlying economic conditions which so importantly influence the fortunes of the individual business enterprise.

All Economics courses listed below are coordinated in subject matter and presentation within the specialized objectives of the Baruch School of Business and Public Administration.

NUMERICAL LISTING OF COURSES IN ECONOMICS

(NOTE: Courses numbered 9000 or higher are primarily graduate courses.

		Page
101.	Economic Principles	67
102.	Economic Policies	67
4.	Labor Problems and Policies	68
5.	Trade Unionism in the United States	68
6.	Comparative Labor Movements	68
7.	Evolution of Economic Thought	67
8.	Contemporary Economic Thought	67
9.	Economic Analysis	67
12.	Resources and Industries of the United States	70
13b.	Resources and Industries of Europe	70
14.	The Latin American Economy	70
15.	Principles of Statistics	71
16b.	The Soviet Economy	70
18.	The Canadian Economy	70
19.	The Asian Economy	70
20.	Principles of Finance	68
21.	Money and Credit	68
25.	Public Finance	68
29.	Personal Finance and Consumer Problems	68
30.	Contemporary Economic Problems—Domestic	67
31.	Contemporary Economic Problems—International	67
86.	Business Enterprise and Public Policy	67
65.	Comparative Economic Systems	67
66.	Economics of Social Security	68
70.	Economics of International Trade	67
113.	Economic Development—Industrially Advanced Countries	70
118.	Economics of Transportation	70
119.	Economic Development—Underdeveloped Countries	70
160.	Business Financial Management	68
162.	Banking Practices	68
163.	Principles of Investment	69
164.	Personal and Corporate Trusts	69
165.	Commercial Financing and Factoring	69
166.	The Securities Market	69
167.	Investment Banking	69
168.	Investment Companies	69
206.	Advanced Labor Problems	68
208.	Business Cycles	69
213.	Index Numbers	71
214.	Analysis of Time Series	71
216.	Problems in Economic Statistics (Seminar)	71
220.	Corporation Finance	69
225.	Current Problems in Finance (Seminar)	69
261.	Contemporary Investment Problems	69
263.	Advanced Investment Analysis	69
265.	Institutional Investment Policies	70
278.	The Port of New York	70
296.	Economic Problems of the New York Area	71
300-301.	Economics Training Program I and II	67
315.	Commodity Trading on Exchanges	70
9206.	Labor Economics	71
9217.	Introduction to Econometrics	71
9236.	Industrial Pricing and Production Problems	71
9272.	International Economic Relations	71
9296.	Urban Economics	72
9301.	Seminar in Economic Problems	72
9310-9311.	Economics Thesis Seminar	72
9323.	The Money and Capital Markets	72
9326.	Government Financial Policies	72
9660.	Advanced Financial Management Problems	72

ECONOMIC POLICY, ANALYSIS AND PROBLEMS

101. Economic Principles. An overall discussion of the American free enterprise economic system, including a critical survey of alternative systems. Three hours a week; 3 credits. Prescribed for all students. Prerequisite for all other courses in Economics.

102. Economic Policies. Intensive analysis of outstanding economic problems, especially economic policy questions, the maintenance of competition, and economic fluctuations, with emphasis on economic trends and conditions. Prerequisite: Econ. 20. Three hours a week; 3 credits. Prescribed for all students.

7. Evolution of Economic Thought. Evolution of economic thought from medieval times to the end of the nineteenth century. The English classical doctrines and divergent schools of thought. Three hours a week; 3 credits.

8. Contemporary Economic Thought. The development of contemporary economic thought as found in American and foreign current literature, together with a consideration of leading economic writers whose views underlie government economic policy. Prerequisite: Econ. 102. Three hours a week; 3 credits.

9. Economic Analysis. A study of the best available tools of economic analysis including those which explain the pricing mechanism and the level of employment, output, and income. Special emphasis will be placed on the contribution and usefulness of the analytical method. Prerequisite: Econ. 102. Three hours a week; 3 credits.

30. Contemporary Economic Problems—Domestic. An analysis of the more vital problems in the American economy in the post-war era. Two hours a week; 2 credits.*

31. Contemporary Economic Problems—International. The major contemporary international problems affecting the economy of the United States. Problems of economic growth and under-developed areas, European economic integration, world gold and monetary problems, the functioning of the sterling area, are covered. U. S. foreign economic policy is reviewed in detail. Two hours a week; 2 credits.*

36. Business Enterprise and Public Policy. The changing character of the price and production policies of business enterprise as they affect public policy toward competition and monopoly, including an analysis of fair trade laws and government regulation but with special emphasis on an appraisal of the anti-trust program. Three hours a week; 3 credits. Optionally prescribed.

65b. Comparative Economic Systems. A comparison of capitalism with other methods of organizing economic activity, with special emphasis on the actual problems of England and Russia. Two hours a week; 2 credits.

70. Economics of International Trade. Economics of foreign trade, international exchange of goods and services; development of trade among nations; trade routes and centers; analysis of trade doctrines, protectionist and free trade policies, the tariff and other national trade control measures; fundamentals of foreign exchange, and the international balance of payments. Three hours a week; 3 credits.

300-301. Economics Training Program I and II. Provides practical work experience as economic research assistants under supervision, in cooperating government agencies, trade associations and private research organizations. Seniors will be placed on a part-time basis as trainees in positions which will afford an opportunity to apply economics to specific research problems. They will be compensated for their work. Students will be chosen on the basis of proven success in a balanced sequence of courses and aptitude for analytical work. Each student is required to prepare a term report analyzing the economic problems of interest to the organization where he is assigned. This report, as well as demonstrated job accomplishment and attitude will form the basis for rating the student. The cooperative training class will meet one hour a week for orientation lectures and group discussion. One class hour and 20 work hours each week; 3 credits each semester. Open only to Day Session Seniors specializing in Economics who obtain permission of the Department.

The following courses may be offered in the future, depending upon student demand: 10, Economic Maps and Charts; 23, American Economic Development; 280, Public Utilities and Public Enterprise.

* Subject to the approval of the Board of Higher Education.

LABOR AND SOCIAL SECURITY

4. Labor Problems and Policies. A survey of contemporary labor problems and legislation in the United States. Stress is placed on the economic implications of present labor relations and on the appropriate role of government. Three hours a week; 3 credits. Optionally prescribed.

5. Trade Unionism in the United States. An evolutionary approach to the economics of trade unionism in the United States. The labor organization and the labor movement in the country, together with a detailed analysis of policies, methods, and procedures employed in trade union activity. Three hours a week; 3 credits.

6. Comparative Labor Movements. Labor movements in foreign countries with reference to the American scene; the relationship between the various economic systems and their accompanying labor movements, together with an appraisal of the work of international labor institutions. Three hours a week; 3 credits.

66. Economics of Social Security. The principal forms of social insurance existing here and abroad. Special attention to the organization and the integration of social insurance programs within our domestic economy; background for business and those interested in social insurance administration. Three hours a week; 3 credits.

206. Advanced Labor Problems. An examination of some of the more important issues and problems in the field of labor economics. Consideration is given to questions of union structure and organizational efforts, collective bargaining policies of unions and management, and the role of government. Open to seniors only. Two hours a week; 2 credits.

FINANCE AND INVESTMENTS

20. Principles of Finance. An analysis of the organization and operation of our financial system, both public and private; commercial banking, central banking, and banking policy; the relationship between financial and economic activity. Three hours a week; 3 credits. Prescribed for all students.

21. Money and Credit. Factors responsible for the behavior of our monetary and credit system; mechanism and objectives of monetary control; the relationship between fluctuations in money and in business activity. Prerequisite: Econ. 20. Three hours a week; 3 credits.

25. Public Finance. A tax course covering income, property, excise, sales, corporation, gift and estate taxes. The principles involved in raising public revenues, making public expenditures, and dealing with public debts. Special emphasis on federal expenditures, taxation and debt policy as well as on the tax problems of New York State and New York City. Three hours a week; 3 credits.

29. Personal Finance and Consumer Problems. Discussion of the problems involved in efficient handling of personal finance and consumption expenditure, including taxation, life insurance, home financing, and methods of borrowing, saving and investing money. Social security, automobile and health insurance, wills, trusts and estates will also be treated. Special emphasis will be placed on security analysis. Three hours a week; 3 credits.

160. Business Financial Management. The principles and practices followed in the financial organization and operation of a going business concern with emphasis on the problems of small and medium-size business units. Financing the new and growing business, sources of capital, banking and other credit accommodations, and the handling of other financial difficulties. Prerequisite: Econ. 20. Three hours a week; 3 credits.

162. Banking Practices. Operation of banking institutions with particular emphasis on investments. It will be conducted largely by means of practical exercises and should be of value to those interested in investment banking and brokerage concerns as well as in commercial banks. Prerequisite: Econ. 20. Two hours a week; 2 credits. Offered in the Evening Session only.

163. Principles of Investment. The principles governing the investment of personal and business capital funds. The quantitative and qualitative tests for judging security values, both Government and corporations. Attention is given to the legal and financial characteristics of the various classes of investment securities and to materials such as prospectuses, indentures, annual reports, and similar data. The actual practice of investing is brought to the close attention of the student by making him set up and administer a securities portfolio. Prerequisite: Econ. 20. Two hours a week; 2 credits.

164. Personal and Corporate Trusts. Corporate trustee services and fiduciary administration of personal trusts, by banks and other institutions. Special attention is given to pension funds. Prerequisite: Economics 20. Two hours a week; 2 credits. Offered in the Evening Session only.

165. Commercial Financing and Factoring. A course of study in the many phases of the commercial finance business. Included are factoring, financing of accounts receivable, inventory loans, import and export finance and installment sales financing. A thorough examination of the forms, procedures and techniques employed in the field. Prerequisite: Economics 20. Two hours a week; 2 credits.

166. The Securities Market. The mechanics of operation of the New York Stock Exchange and over-the-counter markets. Activities of the Securities and Exchange Commission are discussed, as are the factors affecting the movement of stock and bond prices. Institutional investors and their policies are also covered. Prerequisite: Economics 20. Two hours a week; 2 credits.

167. Investment Banking. Principles governing security distribution, both wholesale and retail, of bonds and stocks, with a survey of recent changes; consideration is given to investment house organization, preparation of security issues, syndicate organization, methods of approach; present status of financial advertising. Prerequisite: Economics 20. Two hours a week; 2 credits. Offered in the Evening Session only.

***168. Investment Companies.** A survey of both closed end and open end investment companies (mutual funds), their investment policies and portfolio changes. Balanced funds, stock funds and specialized funds will be analyzed. Tax aspects of investment company securities as well as regulation under the Investment Companies Act of 1940 by the SEC will be discussed. Two hours a week; 2 credits.

208. Business Cycles. The main factors responsible for fluctuations in income, output, and employment; leading business cycle theories as explanations of actual business behavior; the practical effectiveness of proposed remedies. Prerequisites: Econ. 15 and 20. Three hours a week; 3 credits.

220. Corporation Finance. The economic principles underlying the capital structure of the modern business corporation and the regulatory controls pertaining thereto. The procurement of capital and conservation of capital resources. The problems of capitalization. The organization and functions of the securities market. The Securities and Exchange Commission. Prerequisite: Econ. 20. Three hours a week; 3 credits.

225. Current Problems in Finance (Seminar). A discussion of contemporary problems in the money and capital markets. Current issues in commercial and investment finance will be treated in seminar fashion. Leading experts in the field will appear as guest speakers. Prerequisite: Econ. 20. Two hours a week; 2 credits.*

261. Contemporary Investment Problems. Current developments in public and private finance; the impact of recent developments on regulation in the securities markets and methods of financing business; the relation of taxation and venture capital, management of public debt, significance of institutional savings. Prerequisite: Econ. 20. Two hours a week; 2 credits.

263. Advanced Investment Analysis. This course emphasizes a specialized approach to the problem of security analysis. Case studies illustrate detailed interpretation of financial reports. Attention is devoted to security appraisals arising out of industrial reorganizations and recapitalizations, railroad reorganizations and readjustments, as well as dissolutions under the Public Utility Holding Company Act. Prerequisite: Econ. 163. Two hours a week; 2 credits.

* Subject to the approval of the Board of Higher Education.

265. Institutional Investment Policies. The policies of various classes of institutional investors such as commercial banks, savings banks, insurance companies, investment trusts and trustees. A critical analysis is made of the investment experience of these institutions for the purpose of developing policies adapted to the changes in the investment system. Prerequisite: Econ. 20. Two hours a week; 2 credits.

315. Commodity Trading on Exchanges. The commodity exchanges, their organization and operation. Their role in commodity marketing and financial management. Trading, hedging and speculation in the major marketing fields for which New York exchange trading facilities exist. Prerequisite: Econ. 20. Two hours a week; 2 credits.

ECONOMIC DEVELOPMENT AND REGIONAL ECONOMIES

12. Resources and Industries of the United States. Economic resources essential to industrial power and national defense. Utilization and conservation of energy, minerals, and agricultural products. Physical basis for the location of industries; the resulting transportation system and market structure. Three hours a week; 3 credits. Optionally prescribed.

13b. Resources and Industries of Europe. Distribution of resources, industrialization patterns, physical regions, transportation systems, regional economic relationships and current resource problems. Two hours a week; 2 credits.*

14. The Latin American Economy. The agricultural and industrial resources of Latin America with special emphasis on Brazil, Argentina, Chile, and Mexico. Trade relations are considered. Two hours a week; 2 credits.

16b. The Soviet Economy. The economy of the Soviet Union with special emphasis on economic planning in that country. Surveys the most important branches of that economy, the factors of production, and its achievements. Two hours a week; 2 credits.*

18. The Canadian Economy. The economic development of Canada; major physical regions; distribution and characteristics of the population; mineral resources; types of agriculture; major manufacturing industries; the transportation net with special reference to the St. Lawrence River. Stress is placed on the financial and trade relations with the United States. Two hours a week; 2 credits.*

19. The Asian Economy. A discussion of Asia, its principal geographic divisions including the Pacific Islands, agricultural production, mineral resources, transportation facilities, industrialization, and population. Two hours a week; 2 credits.

113. Economic Development—Industrially Advanced Countries. Analysis of basic factors in the development of industrially advanced countries. Changing patterns of trade; production and development, incentives and obstacles to interregional cooperation and integration. Special emphasis is given to the position and policies of Western European nations. Two hours a week; 2 credits.

118. Economics of Transportation. For students majoring in the areas of economics, foreign trade, managament or public administration. The basic economic aspects of the American system of domestic transportation. The development of competitive forms of transportation and public policies in relation to them. Two hours a week; 2 credits.*

119. Economic Development—Underdeveloped Areas. Resources patterns, population location, and strategic importance of selected underdeveloped areas. Examined are the economics and social consequences of capital transfers, of the introduction of Western industrial and marketing techniques, and of technical assistance and regional development programs. Two hours a week; 2 credits.

278. The Port of New York. The physical and economic aspects of the Port of New York; relation of the port to the territory it serves; the harbor and plans for its development; competitive position of the port. The nature of the railway, steamship, highway, and air transport problems in the port district. Two hours a week; 2 credits.

* Subject to the approval of the Board of Higher Education.

296. Economic Problems of the New York Area. A study of the structure of the modern city and the economic factors influencing its growth. Patterns of emloyment, location of industries, and trade relations. Urban land use, traffic congestion, and transit facilities are examined. Comparisons are made with other metropolitan areas. Two hours a week; 2 credits.*

STATISTICS

15. Principles of Statistics. A laboratory course in methods of handling quantitative economic data with special emphasis on the analysis of frequency distributions and time series. Construction of index numbers and the use of the linear correlation technique, tabular and graphic presentation and elementary sampling are included. Prescribed for all students. Lectures, recitation and laboratory; four hours a week; 3 credits.

213. Index Numbers. Development of index numbers; relationship to Economic theory; selection of data for index numbers; leading types of index numbers, price and quantity; techniques of computation; statistical tests for index numbers; leading indexes currently published. Prerequisite: Econ. 15. Lecture, laboratory and class discussion; four hours a week; 3 credits.

214. Analysis of Time Series. A continuation of the course in elementary statistical methods, dealing with advanced techniques of time series analysis with special reference to their application to economic data and the principles of economic forecasting Prerequisite: Econ. 15. Lecture, laboratory, and class discussion; four hours a week; 3 credits.

216. Problems in Economic Statistics (Seminar). The adaptation of statistical methods to economic research, and to administrative planning. The statistical analysis of current problems will form the framework of class discussion and outside assignments. Individual studies adequately prepared for publication are required. Prerequisite: Econ. 213 and 214. Three hours a week; 3 credits.

GRADUATE COURSES

†**9206. Labor Economics.** An analysis of some key problems and issues in the field of labor economics. Emphasis is placed upon the economic significance of wages, prices and profits and upon their repercussions on production. Critical problems of union organization and collective bargaining are considered. The appropriate role of labor organizations in a democracy is studied. Two hours a week; 2 credits.

†**9217. Introduction to Econometrics.** The meaning of econometric approach, leading examples of the method, types of problems suitable for econometric analysis, application to demand and supply studies, cost curves, simple models. Prerequisite: Economics 15 or written permission of the Department. Two lecture hours and two laboratory hours a week; 3 credits.

†**9236. Industrial Pricing and Production Problems.** Factors determining prices and production in the various market situations found in modern business. While emphasis will be placed on understanding practices actually employed in industry, governmental control of business behavior as reflected in antimonopoly activities, and trade practice regulations, will also be treated. Two hours a week; 2 credits.

***9272. International Economic Relations.** An advanced course with special emphasis upon analysis of international prices, income flows and balance-of-payments equilibrium. The balance-of-payments concept is integrated with the principles of national income accounting. Detailed study is undertaken of the theory of international values, the impact of monopoly, cartels and international commodity agreements, the foreign trade multiplier in the short-run, long-run problems of investments and expansion. Proposals for stability and economic progress are examined and analyzed. Prerequisites: Econ. 101 and 70. Two hours a week; 2 credits.

---

* Subject to the approval of the Board of Higher Education.

† These courses are offered primarily for graduate students and other qualified students who desire to take them without credit. B.B.A. students may take them for credit only with the permission of the Sub-Chairman of the Department.

*9296. **Urban Economics.** Analytical study of the factors influencing the economic growth and decline of urban centers. Geographic forces shaping urban patterns. Location of industry, trading centers and population distribution. Urban land use in the central city and the suburban areas. The effect of the transportation net and its adequacy. Comparative study of leading urban centers of United States and Canada. Attention is given to the economic statistics (particularly small area data) which are currently available. Prerequisite: Econ. 296 or permission of the Department. Two hours a week; 2 credits.

*9301. **Seminar in Economic Problems.** A seminar for graduate students dealing with research methodology and techniques in economics and presenting the major areas of study in the field. Recent developments and contributions in various fields such as monetary policy, economic theory, fiscal policy, labor policy, international ecomonics, resources, business concentration and public policy will be considered. Prescribed for all graduate students in Economics. Two hours a week; 2 credits.

9310-11. **Economics Thesis Seminar.** A graduate seminar, including thesis, in Economic Policy. Two terms; 2 credits a term. Open only to graduate students who have been accepted as candidates for the Master's degree. Credit is not allowed for 9310 alone.

*9323. **The Money and Capital Markets.** A survey and analysis of monetary policies and practices of governmental and private monetary institutions like banks, governmental credit agencies and the federal government directed at influencing money rates, capital and money market conditions, loans and investments, commodity prices and the level of business activity. The forces making for a ready flow of capital into business and the technique of capital investment are also studied. Prerequisite: Econ. 20. Two hours a week; 2 credits.

*9326. **Government Financial Policies.** A critical analysis of the principal financial policies directed by the Federal and State Governments and the impact of these policies on the economic and financial system. Special emphasis will be placed on fiscal policy and debt management. Prerequisite: Econ. 20. Two hours a week; 2 credits.

*9660. **Advanced Financial Management Problems.** Case problems in the financial management of business including raising capital from outside sources, financing current operations, dealing with insolvencies. Prerequisite: Econ. 20. Two hours a week; 2 credits.

EDUCATION

Note: Education 61, 62.7 and 162 are open only to students who have applied to and been approved by the Committee on Student-Teacher Personnel, Department of Education, Room 1109. Candidates for these courses must pass the qualifying examinations in written and spoken English and must meet the standards in such respects as scholarship, personality traits and health. The written English qualifying test is held once each semester. Examinations in speech are given by appointment. Students are urged to take both qualifying tests as early in their college course as possible.

30. **Contemporary Educational Thought and Practice.** The local educational scene and the American educational system. Current educational ideas, events, and problems in relation to perennial issues and fundamental principles. Directed observation of educational activities. Prerequisite or co-requisite: Psych. 1. Four hours a week, supplemented by visits; 3 credits.

32. **Psychology of Childhood and Adolescence.** Problems and methods in the study and guidance of children and adolescents. Development in physical, mental, social, and emotional characteristics. Personality adjustment and mental hygiene. Prerequisite or co-requisite for business fields: Educ. 30. Three hours a week; 3 credits.

Note: Educ. 33 is to be taken in conjunction with Educ. 32.

33. **Field Experience in Psychological Services.** Assigned and supervised field experience related to the study of development, learning and adjustment. Co-requisite: Educ. 32. One scheduled hour a week and additional hours to be arranged; 1 credit.

* These courses are offered primarily for graduate students and other qualified students who desire to take them without credit. B.B.A. students may take them for credit only with the permission of the Sub-Chairman of the Department.

35. Social and Historical Foundations of Education. Social and historical foundations of the main currents of modern education. Leading educational philosophies and philosophers. Social and cultural factors that mold the individual. The relation between social and educational ideas and their bearing upon educational practice. Three hours a week; 3 credits. Optional for students in business education.

36. Psychology of Learning. Theories and principles of learning pertinent to behavior, development, and adjustment. Testing and evaluation in learning. The psychology underlying the teaching and learning of school subjects. Prerequisites: Educ. 32-33. Three hours a week; 3 credits. Students who have had Educ. 16 may not receive credit for Educ. 36.

61. Secondary School Teaching. General methods of teaching in the secondary school. Prerequisites: Educ. 30, 32-33. Prerequisite or co-requisite: Educ. 36. Three hours a week; 3 credits.

62.7. The Teaching of Business Subjects. Special methods of teaching in the secondary school. The class work and outside assignments are differentiated according to each student's field of specialization. Prerequisite: Educ. 61. Three hours a week; 3 credits.

162. Observation and Student Teaching in the Secondary School. Planned to supplement Education 62.7 by giving opportunities for systematic observation and extended student teaching under supervision in the city high schools. Prerequisite: For business fields: Educ. 62.7. A minimum of 10 hours a week for 17 consecutive weeks; supervisory conferences. 6 credits toward the B.S. in Education degree, no credit in the Baruch School of Business and Public Administration. Students registered for Educ. 162 may not carry more than 12 additional credits during the same semester.

385. Teaching Office Practice and Operation of Office Machines. (G) A course for Accounting and Secretarial majors. This course is concerned with the teaching of office practice, secretarial practice, and clerical practice. Emphasis is placed upon the principles and methods of teaching the machines common to bookkeeping, secretarial, and clerical courses. The following units are treated: objectives, various plans of organizing and conducting a course in office machines, selection of students, methods of instruction, syllabi and courses of study, materials of instruction, standards of achievement, and measurement of results. Prerequisites: Sec. St. 151 and 162. One recitation, two laboratory hours a week; 2 credits. Open to undergraduate students.

369. Teaching Merchandising and Salesmanship in the Secondary School. (G) The problems of teaching merchandising and salesmanship are analyzed in terms of objectives, content and syllabus making, lesson planning, and methods of presentation. 30 hours; 2 credits. Fee $20.00. (For students who have not had Educ. 62.7 or the equivalent.) Prerequisite: Educ. 61 or 263 or the equivalent.

372. Teaching Bookkeeping and Business Arithmetic in the Secondary School. (G) The application of the principles of secondary school teaching is made to the teaching of bookkeeping and business arithmetic. Suitable methods and teaching techniques are developed. 30 hours; 2 credits. Fee $20.00. (For students who have not had Educ. 62.7 or the equivalent.) Prerequisite: Educ. 61 or 263 or the equivalent.

383. Teaching Stenography and Typewriting in the Secondary School. (G) A special methods course in the fundamentals common to the teaching of stenography and typewriting. Preparation for teaching Pitman or Gregg stenography is included. 30 hours; 2 credits. Fee $20.00. (For students who have not had Educ. 62.7 or the equivalent.) Prerequisite: Educ. 61 or 263 or the equivalent.

The following courses may be offered in the future, depending upon the demands in the field of education or the requests of students, and will usually be given in the Evening Session:

Ed. 299, Special Problems in the Teaching of Business Subjects (G); Ed. 373, Teaching Elementary Business Training in the Secondary School (G); Ed. 376, Teaching Pitman Stenography in the Secondary School (G); Ed. 378, Teaching Gregg Stenography in the Secondary School (G); Ed. 380, Teaching Typewriting in the Secondary School (G); Ed. 384, Enriching the Teaching of Stenography and Typewriting (G).

(For liberal arts elective courses offered at this School see the Bulletin of the College of Liberal Arts and Science.)

ENGLISH

The courses in literature aim to impart a knowledge of the works of the masters, to develop a critical appreciation of literary art, and to stimulate the development of the broad human outlook which is the distinction of the educated man. The courses in composition, while aiming primarily to develop facility of effective expression and to inculcate a respect for language, are so organized as to meet the State and City requirements for licenses to teach commercial subjects, and to enable the student to apply his acquired skills to commercial practice.

01. Composition. This course provides special aid to students who are reported deficient in the mechanics of English composition. No college credit, but students assigned to this course must be approved as passing it before they can take any further courses in English composition or be graduated. (See page 26). Failure to attend and to fulfill the regular assignments for removing a deficiency may result in dismissal from the college.

1. Applied English Composition. Elements of writing, grammar, diction, business letters and other forms. Emphasis on correctness. To be taken in freshman year. Two hours a week and regular conferences; 2 credits.

2. Applied English Composition. A continuation of English 1, with more advanced exercises, particularly in exposition, and more advanced business and other forms. Two hours a week and regular conferences; 2 credits.

7-8. Great Works in Literature. Representative landmarks of literature from ancient times to the present day are studied in English. The primary aim of the course is the understanding and appreciation of a few of the most important literary works of the Western World. Three hours a week; two terms; 2 credits each term.

9. Advanced Composition. The fundamentals common to all types of exposition and those features peculiar to such expository writing as the student is likely to use after graduation. The aim is to increase the student's effectiveness in the more advanced aspects of investigation, arrangement, and style through practice in outlining, writing, and revising a number of original papers, and also to improve the quality and usefulness of his reading through the study of various types of prose models. Two hours a week and regular conferences; 2 credits.

51. Journalism. The history, principles and practices of journalism. The newspaper as a vital force in contemporary civilization. Instruction and practice in the fundamentals of news writing. Two hours a week and regular conferences; 2 credits.

52. Journalistic Writing. Instruction and practice in reporting and writing news, feature and magazine articles. Speed and precision in newspaper writing are stressed. Prerequisite: English 51 or permission of the instructor. Two hours a week and regular conferences; 2 credits.

54. (Formerly 154). Today's World and the Newspaper. Designed to provide students with a broader understanding and a better background for writing on world news. Emphasis will be placed on the coverage of major news stories by different newspapers with a consideration of any important differences as influenced by editorial policy. Prerequisites: English 1 and 2—or special permission from the instructor. Two hours a week and regular conferences; 2 credits.

55. (Formerly 155). Interview and Feature Writing. Designed to teach students how to write news and feature stories. The course deals with such topics as the criteria of news with emphasis on human interest, special features on or following the news, the technique of interviewing, the historical feature, and writing the how-to-do or how-to-make story. Prerequisites: English 51 and 52. Two hours a week and regular conferences; 2 credits.

56. (Formerly 156). Interpretative News Writing. Designed to train students in interpretative reporting using the background of the news to make it more readily understandable. Topics include technique of newspaper research, the critical or editorial column, and the use of three and four-part articles on major international, national or local problems. Prerequisites: English 51 and 52. Two hours a week and regular conferences; 2 credits.

106. Advanced English Grammar and Exposition. An analytical study of the structure, syntax, usage and vocabulary of current English; practice in professional writing. The work, correlated with students' technical courses, meets State and City requirements for teaching licenses. Prerequisites: English 1, 2 and 7. Two hours a week and regular conferences; 2 credits.

(For liberal arts elective courses offered at this School see the Bulletin of the College of Liberal Arts and Science.)

FRENCH

Offered by the Department of Romance Languages, See page 88.

GERMANIC AND SLAVIC LANGUAGES

Students beginning German in college are required to complete 12 credits, courses 41 and 42 followed by courses 43 and 44. Students who have selected German to meet the language requirement take courses 71 and 72 if they present two units at entrance, or 73 if they present three units at entrance.

The Department of Germanic and Slavic Languages aims to impart in its "Rapid reading courses" (41-44), with a minimum of grammar, the ability to read a fairly difficult German prose text at sight.

In the advanced German courses (71-73) Literature, Civilization and Culture of German speaking countries is stressed.

The elective courses in Comparative Literature of Northern Europe, conducted in English, cover German, Scandinavian and Russian Literature and endeavor, by comparison and contrast, to broaden the cultural background of the student.

The elective course in Goethe's "Faust" (German 12) is offered at the Baruch School and both Parts I and II are read and interpreted in English.

41-42. Elementary German. Rapid reading course. Essentials of grammar, graded short stories, folk songs. Two terms, three hours a week; 3 credits each term. Credit is not allowed for 41 alone.

43-44. Second Year German. Modern German prose and verse. Simple literary and cultural texts and brief grammar review. Two terms, three hours a week; 3 credits each term. Outstanding students may be permitted to substitute German 71 for 44.

71-72. Intermediate German I and II. Masterpieces of German literature. Classical and cultural readings in prose and verse, survey of German literature. Two terms, three hours a week; 3 credits each term.

73. Advanced German. Masterpieces by Goethe and Schiller are alternated with the great dramas, "Novellen" of the 19th Century. Three hours a week; 3 credits each term.

(For liberal arts elective courses offered at this School see the Bulletin of the College of Liberal Arts and Science).

GOVERNMENT

NUMERICAL LISTING OF COURSES IN GOVERNMENT

(NOTE: Courses numbered 9000 or higher are primarily graduate courses.

	Page		Page
1. American Government and Democracy	76	**17. Public Opinion and Propaganda**	76
2. Contemporary Issues of American Government	76	**18.33. Modern Political Thought**	76
11. Municipal and State Government	76	**19. Public Personnel Administration**	77
12. Constitutional Law: The Federal System	77	**22. Administrative Law and Regulation**	77
13. Constitutional Law: Civil Liberties	77	**31. European Democracies in Transition**	77
14. Elements of Public Administration	77	**32. Government and Politics in U.S.S.R.**	77
15. Government and Administration of New York City	76	**41. International Relations**	77
16. Political Parties	76	**42. Contemporary American Foreign Policy**	77
		43. International Law	77
		44. The United Nations System	77

	Page
117. Techniques in Public Opinion and Propaganda	76
121. Government and Business	76
200. Field Work in Public Administration	78
9216. Public Budget Administration	78
9250. Public Welfare Administration	78
9260. The Process of Government Planning	78
9297. Public Housing Management	78
9301-9302. Problems in Public Administration	78
9308-9309. Programs and Administration of Public Agencies	78
9310-9311. Public Administration Research Thesis Seminar	78
9320. Public Personnel Problems I	79
9321. Public Personnel Problems II	79
9322. Classification in Public Personnel Administration	79
9323. Techniques of Selection in Public Personnel Administration	79

AMERICAN GOVERNMENT

1. American Government and Democracy. An analysis of democratic values and practices with special reference to the American Constitution and the democratic process in the United States. Prescribed for all students. Prerequisite for all other Government courses. Three hours a week; 3 credits.

2. Contemporary Issues of American Government. America's role in international affairs; basic problems of world relations. The role of government in modern industrial society. Problems in local government and administration and their impact on the citizen. Three hours a week: 3 credits; optionally prescribed.

11. Municipal and State Government. A functional study of the legislative and administrative process in state and local government. The increasing importance of administration and the executive in modern government; the relationship between administration and the legislative and judicial branches of the government; the influence of political parties, pressure groups and public opinion upon legislation and administration. Three hours a week; 3 credits.

15. Government and Administration of New York City. New York City under the Charter. Emphasis on budget, finance, taxation, fiscal policy and city-state relations. Problems of administration covering city departments including transportation, housing, slum clearance and planning. A study of local politics, legislation, and current problems. Consideration of the reports of the Mayor's Committee on Management Survey. Three hours a week; 3 credits.

16. Political Parties. The role of the party at various levels of government; how candidates are selected and elected, locally and nationally; party finances; public relations; machine politics. Three hours a week; 3 credits.

17. Public Opinion and Propaganda. Methods of measuring and influencing public opinion; analysis of public opinion and propaganda instruments, including radio, television, press, movies. Applications of public relations techniques in administration and in politics. Three hours a week; 3 credits.

117. Techniques in Public Opinion and Propaganda. Analysis of research procedures in investigating bases of public opinion and the impact of propaganda. Major research studies will be analyzed in class during the early part of the semester. Then students, individually and in small groups, will perform opinion and propaganda research in the area of their interest, such as films or other mass communications media, politics, pressure group organization. Methodological and subject matter emphases will be on public issues and on socio-political data. Prerequisite: Govt. 17 or permission of instructor. Two hours a week; 2 credits.

121. Government and Business. A study of expanding governmental authority in economic and social affairs; the inter-relations of government to business, agriculture, and labor; problems of post-war readjustment. Three hours a week; 3 credits.

WORLD POLITICS

18.33. Modern Political Thought. A study of the ideas of leading political thinkers, including Machiavelli, Locke, Rousseau, Jefferson, Mill, Hegel, Marx, Lenin, and Dewey, with a view to an understanding of contemporary political movements. Three hours a week; 3 credits. Students who elect this course may not take Government 18 or 33 for credit at the College of Liberal Arts and Science.

31. European Democracies in Transition. The operation of parliamentary government in Britain and on the Continent; significant comparisons with American experience; post-war political changes; the outlook for constitutional democracy in the liberated countries. Three hours a week; 3 credits.

32. Government and Politics in the U.S.S.R. An analysis of the basic political principles of Communism as they have evolved from Marx to Stalin. An examination of the development of Soviet institutions, techniques and practices and the world impact of Communism. Three hours a week; 3 credits.

41. International Relations. The dynamics of power politics; modern warfare; nationalism; population, geography, technology, ideology as power factors. American-Soviet relations. Three hours a week; 3 credits.

42. Contemporary American Foreign Policy. How American foreign policy is formulated and implemented. The role of the President, Congress, the military, public opinion. Problems of the Department of State. The United States, the Union of Soviet Socialist Republics and the bi-polar world. Training for the Foreign Service and other forms of international work. Three hours a week; 3 credits.

44. The United Nations System. An advanced course on selected problems relating to the antecedents, objectives, structure, functions, policy-making procedures, and administrative operations of the United Nations, including the specialized agencies associated therewith. Group discussion, special reports, and field observations. Prerequisite: Govt. 41 and at least one of the following: Government 42, 43, Economics 31, 272, History 28, or special consent. Three hours a week; 3 credits.

PUBLIC LAW

12. Constitutional Law: The Federal System. An analysis of leading Supreme Court decisions illustrating the use of the Federal commerce and taxing power to enact economic and social legislation and to regulate or assist business and labor. The limitations on Federal and State power resulting from the federal form of government. Three hours a week; 3 credits.

13. Constitutional Law: Civil Liberties. The conflict between majority rule and minority rights as it develops in leading Supreme Court decisions. Major attention will be given to the more recent decisions concerning freedom of speech, freedom of religion and other civil liberties as well as social legislation and regulation of business. Three hours a week; 3 credits.

22. Administrative Law and Regulation. A study of legislative and judicial control of the administrative process; its effect upon administrative efficiency and the rights of individuals; the finality of administrative determinations and the requirements of procedural due process. Prerequisite: One of the following: Government 11, 12, 13, 14, or special consent. Three hours a week; 3 credits.

43. International Law. A study of the development of the basic principles of international law with special attention to the law of neutrality, the law of war, and the law of the air. Three hours a week; 3 credits.

PUBLIC ADMINISTRATION

14. Elements of Public Administration. A survey of the administrative role and process, problems of staff, auxiliary, and line organization; and public relations control over administrative action. Three hours a week; 3 credits.

19. Public Personnel Administration. An advanced course on public personnel as an instrument of management. The career idea; organization of the central and operating public personnel agency; recruiting, examinations, service ratings, promotions, classification and compensation, training, employer-employee relations, incentive and morale, research. Three hours a week; 3 credits.

200. Field Work in Public Administration. The student interested in a government career is afforded the opportunity to work under supervision in a public agency. Designed primarily to bridge the gap between the classrooms and actual employment. Each student will serve as an unpaid interne in a federal, state, or municipal agency appropriate to his major field of study.

Before registering, students must obtain the permission of the specialization adviser and the faculty member in charge of the placement of internes. Twelve hours of field work and two hours of conference a week; 4 credits.

GRADUATE COURSES

9216. Public Budget Administration. Examination and analysis of the budget systems of federal, state and local governments. Consideration will be given to the role of the executive budget in work programming and expenditure control, to the relationship between budget administration and the appropriation process, to the organization and staffing of budget bureaus and budget offices, and to the comparative values of the several types of budget processes. Two hours a week; 2 credits. Offered for credit primarily to graduate students and to seniors with the permission of the Department.

9250. Public Welfare Administration. The place of public welfare in modern American society; organization of a public welfare agency including a functional analysis of intra-departmental machinery essential for efficient operation; relations between local, state, federal and semi-public welfare and social security agencies. Two hours a week; 2 credits. Offered for credit primarily to graduate students and to seniors with the permission of the Department. Other qualified students may take the course without credit.

9260. The Process of Government Planning. A study of the planning process in urban and metropolitan governments, with particular attention to governmental and administrative policies and machinery for dealing with regional problems involving complex technological and political factors. Special emphasis will be given to the planning problems of the New York Metropolitan area. Two hours a week; 2 credits. Offered for credit primarily to graduate students and to seniors with permission of the Department.

9297. Public Housing Management. The role of management in large-scale public housing projects. The administrative and maintenance problems peculiar to these projects. The development of communal activities. For those interested in the management of public housing and desirous of training for practical work in the housing field. Prerequisite: Govt. 1 or related experience. Two hours a week; 2 credits. Offered for credit primarily for graduate students and to seniors with the permission of the Department. Other qualified students may take the course without credit.

9301-9302. Problems in Public Administration. A series of case studies illustrating the major problems confronting today's managers of public agencies. The problems studied will include administrative reorganization, formulation of administrative policies, methods of administrative improvement, the relations of public agencies with their clients, and the problem of administrative responsibility in a democracy. The materials used will be mainly official documents, working papers, and specially prepared case studies. Local, state and federal administrative situations will be analyzed. Two hours a week; 2 credits each term.

9308-9309. Programs and Administration of Public Agencies. A series of agency studies —federal, state, local and international—in which the students relate the statutory and other assignments of a public agency to its structural organization and its methods of administration. The fall term will be concerned mainly with state and local agencies; the spring term, with federal agencies. Emphasis is upon the administrative assets and liabilities of the agency, upon its basic administrative problems, and upon the opportunities for administrative improvement. Two hours a week; 2 credits each term. Government 9308 is not a prerequisite for Government 9309. Offered for credit to graduate students only.

9310-9311. Public Administration Research Thesis Seminar. Intended to provide students with the opportunity to work under the guidance of a member of the Department of Government on a major research project in Public Administration. Two terms; 2 credits each term. Open only to graduate students who have been accepted as candidates for the Master's degree. No credit is given for 9310 unless 9311 is also completed.

9320. Public Personnel Problems I. Analysis of case situations and problems dealing with personnel administration in public agencies. Emphasis is upon the establishment of a productive work environment for employees and upon the improvement of agency personnel practices. Recruitment, selection, training, employee evaluation, and promotion policies and practices will be highlighted in this course. Two hours a week; 2 credits. Offered for credit to graduate students only.

9321. Public Personnel Problems II. This is a companion course with Government 9320, and may be taken first if the student wishes. In this course, the case situations and problems will highlight principles and techniques of position classification, wage and salary administration, incentives, employee relations, and retirement systems. Two hours a week; 2 credits. Offered for credit to graduate students only.

9322. Classification in Public Personnel Administration. A study of the principles and practices of position analysis and classification in the public services; use of classification plans; methods used in conducting classification surveys; relationships between pay plans and classification surveys. Typical classification studies will be examined in class. Prerequisite: One of the following: Govt. 14, 19 or related experience. Two hours a week; 2 credits. Offered for credit only to graduate students. Other qualified students may take the course without credit.

9323. Techniques of Selection in Public Personnel Administration. The oral and written performance and experience tests as they are used in the public service. The examination process will be analyzed in its entirety, beginning with the job specifications necessary, including the preparation, administration, rating and evaluation of tests as recruiting instruments for public employment. Prerequisite or Co-requisite: Govt. 19 and Psych. 180 or experience in personnel administration. Two hours a week; 2 credits. Open only to graduate students for credit. Other qualified students may take the course without credit. The content of Government 9323 and Psychology 9323 is identical and may be credited as either a course in Government or Psychology, as the student chooses.

HEBREW

41-42. Elementary Hebrew. Fundamentals of the language, grammatical drill and conversation. Two terms, three hours a week; 3 credits each term. Credit is not allowed for 41 alone.

43-44. Intermediate Hebrew. Selected reading, conversation, composition and grammatical drill. Prerequisite: Hebrew 42 or one year of Hebrew in high school. Hebrew 43 is prerequisite to Hebrew 44. Three hours a week; 3 credits each term.

71-72. Intermediate Readings. Reading in standard works, composition, conversation. Prerequisite: Hebrew 44 or two years of high school Hebrew. Two terms, three hours a week; 3 credits each term.

73. Advanced Readings. Advanced standard works are studied and used as a basis for conversation and composition. Prerequisite: Hebrew 72 or three years of high school Hebrew. Three hours a week; 3 credits.

HISTORY

1. History of European Civilization. Part 1. Beginning with a brief survey of man's culture in the prehistoric age, the essential features of this development are traced through successive forms of social organization, such as the city state, the empire, feudalism, and urban life, to the rise of the national state. Three hours a week; 3 credits.

2. History of European Civilization. Part 2. This course begins with a review of the legacy of medieval civilization and traces its transformation through modern times. The Renaissance, the Reformation, the Enlightenment, the French and Industrial Revolutions, scientific progress, are studied with a view to showing how the various phases of twentieth century life—political, economic, social, and intellectual—were produced. Three hours a week; 3 credits.

38. History of American Business Enterprise. The rise of American business enterprise is related to the main stream of American history from the colonial period to the present day. Attention will be given to a study of representative mercantile, industrial, banking, insurance, and retailing firms and the part played by the businessman in their development. Such political, economic, social, and ethical factors as determine business policy and growth will be examined. Three hours a week; 3 credits.

(For liberal arts elective courses offered at this School see the Bulletin of the College of Liberal Arts and Science.)

HYGIENE

PHYSICAL EDUCATION, INFORMATIONAL HYGIENE AND RECREATION

The Department of Hygiene is organized to include (a) Physical Education, Informational Hygiene and Recreation; (b) Medical Examination and Health Service; (c) Competitive Athletics, and (d) Intramural Athletics.

General Objectives: (1) The program of physical activities in the four terms of the required program is organized to give the student attractive opportunities to develop and maintain his organic fitness and to acquire permanent constructive health habits, particularly those of vigorous recreation and interesting wholesome play.

In each of the required courses provision is made for those students whose physical or organic condition may disqualify them from the regularly scheduled program. This special program is under the supervision of a medical member of the staff and taught by a teacher of physical education.

(2) The dominating objective in the program of Informational Hygiene is to develop a discriminating judgment in matters of health.

(3) To emphasize Recreation as a health habit and as a means of social training. Provision is made by the College for voluntary recreation in a program of intramural activities.

(4) To encourage leadership.

PHYSICAL EDUCATION

An evaluation is made of each student's basic strength, skills and swimming ability. Programs are developed to meet the needs of the student. Each student is required to fulfill the departmental swimming requirement, namely, one length of the pool.

1. Physical Education (Men) or 51 (Women). Two hours a week; ½ credit. (Students taking this course will be required to take Hygiene 71 or 81 within their first four terms.)

2. Physical Education (Men) or 52 (Women). Prerequisite: Physical Education 1 or 51. Two hours a week; ½ credit.

3. Physical Education (Men) or 53 (Women). Prerequisite: Physical Education 2 or 52. Two hours a week; ½ credit.

4. Physical Education (Men) or 54 (Women). Students who have met certain proficiency standards may elect a concentration in a special activity (boxing, wrestling, fencing, swimming or life saving, basketball and dancing). Prerequisite: Physical Education 3 or 53. Two hours a week; ½ credit.

Physical Education Special (Men or Women). Special hygiene is intended for students who have been approved for a special program of activity by the Medical Examiner. Two hours a week; ½ credit each term.

01/051. Swimming Clinic (Men/Women). Prerequisite to Hygiene 2/52 for men and women students who are unable to meet the minimum departmental swimming requirement at the conclusion of Hygiene 1/51. One hour per week per semester, or until discharge from clinic. No credit. Failure to attend and to fulfill the regular assignments for removing a deficiency may result in dismissal from the college.

PHYSICAL EDUCATION ELECTIVES—MEN

5. Physical Education and Sports Activities. Games and recreational skills stressed. Advanced Swimming may be taken by those interested. Two hours a week; 1 credit.

6. Physical Education and Sports Activities. Continuation of games and recreational skills. Those interested may take Life Saving and American Red Cross Water Safety thus fulfilling the requirement for the Senior Red Cross Water Safety Certificate. Two hours a week; 1 credit.

7-8. Physical Education. Similar to Physical Education 5-6 but student must demonstrate developed leadership capacity in addition. One hour weekly. Prerequisite for Physical Education 5, 6, 7, 8: Physical Education 1-4. Two terms; one hour a week; ½ credit each term.

PHYSICAL EDUCATION ELECTIVES—WOMEN

55. Individual, Group Sports, and Modern Dancing. Two hours a week; 1 credit.

56. Advanced Individual and Group Sports. Those interested may take Life Saving and American Red Cross Water Safety thus fulfilling the requirement for the Senior Red Cross Water Safety Certificate. Two hours a week; 1 credit.

57-58. Physical Education. Similar to Physical Education 55-56 but given only one hour weekly. Prerequisites for Physical Education 55, 56, 57, 58: Physical Education 51-54. Two terms; one hour a week; ½ credit each term.

INFORMATIONAL HYGIENE

General Objectives: To present scientific information which will enable students to make discriminating judgments in matters pertaining to health, and to motivate students to understand their personal health problems. Instruction is developed through lectures, class discussions, assigned readings, visual aids, personal conferences and individual guidance.

71. Personal Hygiene (Men) or 81 (Women). Prescribed for all students within the first two years. Two hours a week; 2 credits.

COLLEGIATE ATHLETIC DIVISION

This Division includes:

(a) Faculty Athletic Committee which functions as a policy-making and reviewing body for all intercollegiate athletic activities of the College.

(b) Athletic Management.

(c) Athletic coaching.

The Department of Hygiene utilizes various intramural and extramural athletic activities for the purpose of securing a further promotion of the constructive health and character habits through physical recreation and play.

At present the schedule includes the following sports: baseball, basketball, boxing, cross country, fencing, lacrosse, rifle, soccer, tennis, track and field, swimming, and wrestling.

All students who are found physically fit may substitute full time training in baseball, basketball, boxing, cross country, fencing, lacrosse, soccer, swimming, tennis, track and field, and wrestling in the regular season of these sports for the required practical program in Physical Education courses 1, 2, 3, 4 or 51, 52, 53 and 54. Such students will receive a grade for participation on varsity squad and will return to regular class when they leave the squad for any reason or at the termination of the regular season.

Students substituting varsity squad participation for required Physical Education courses must complete the athletic training requirements in the athletic sports which they elect. Failure to do satisfactory work throughout the entire season of the athletic sport selected by the student will be regarded as a failure in the course for which the substitution is offered.

INTRAMURAL ATHLETICS

The program in Intramural Athletics is designed to offer all students an opportunity to participate in organized competitive sports and games, and to encourage participation in wholesome active recreation. The Department organizes and promotes competition and provides facilities for such competition and recreational purposes.

HEALTH SERVICE

Emergency first aid treatment is provided for the purpose of protecting the individual until he can secure service of his own selection.

Individual instruction in hygiene is provided by physicians, dentists, and other health advisers in the Department of Hygiene to whom the student reports once each year and at such other times as he may be directed or applies voluntarily for health advice.

Medical consultations are available to all students.

MEDICAL EXAMINATION

General Objectives: To develop the habit of a periodic health examination, and to develop familiarity with scientific medical examinations and rational advice that will establish an experienced, discriminating demand for scientific health service.

A medical examination and an X-ray of the chest are required of all applicants for admission to the College. Approval by the Medical Examiner must be secured before registration is permitted. No student is admitted to the College whose condition would be a menace to the health of his associates or whose health safety would be injured by curriculum obligations after matriculation.

A yearly medical examination is required of every student for a physical evaluation. Students found with communicable diseases are debarred from classes until it is shown that they are free from contagion.

Students found with remediable physical or hygienic defects are required to report in conference with evidence that the abnormal condition has been brought to the attention of the parent, guardian, or family physician. Students failing to report as directed may be denied admission to all classes.

A medical examination is required of students before admission to athletic training and is repeated at intervals during the training session.

HYGIENE AND HEALTH GUIDANCE—EVENING SESSION

71. Personal Hygiene (Prescribed for all undergraduate students within their first 30 credits). Two hours a week; 2 credits.

72a-72b. Health Guidance. The course 72a is required of entering matriculated and special students in their first term. 72b shall be completed in the third term of attendance (not counting summer sessions). The program of Health Guidance in the two terms of required work is organized to give the student opportunities to acquire permanent constructive health habits, particularly those of vigorous recreation and interesting play. Student leadership is urged and encouraged. In each of the required courses provision is made for those students whose organic condition may disqualify them from the regularly scheduled work. This special work is under the direction of a medical member of the staff, assisted by a teacher of physical education. Two terms; two hours a week; 1 credit each term.

Recreation: Gymnasium and Pool. Open to men and women matriculated students of the evening session who carry a program of five or more credits. Fee for non-matriculated students: $3.00 Men; $2.00 Women.

ITALIAN

Offered by the Department of Romance Languages. See page 89.

LAW

The courses in law aim to give the student a grasp of the legal risks and results incident to the more common business relationships and transactions, and an understanding of the origin and present form of our chief legal institutions; to the end that he may act more understandingly in business life, and may as a citizen appraise more intelligently the legal implications of legislation affecting business. Concurrently with this objective, the aim is to develop the analytical faculty and to cultivate habits of precision in thought and expression.

100. The American Legal System. This course attempts to acquaint the layman with the machinery by which justice is administered. Typical proceedings, civil and criminal, from institution to enforcement of judgment, are examined in detail, including the jurisdiction, organization and constitution of the several tribunals, administrative as well as judicial. Two hours a week; 2 credits.

101. The Law of Business Contracts. After a brief survey of the American legal system, the essential principles of the law of business contracts are examined and applied to typical business transactions. The principal materials of study are New York cases of recent decades. Three hours a week; 3 credits.

102. The Law of Business Organization. Following a review of the doctrines governing principal and agent, the course examines the law governing partnerships and corporations, in their formation, operation, internal relationships and dissolution, with particular reference to the law of New York. Prerequisite: Law 101. Three hours a week; 3 credits.

103. The Law of Negotiable Instruments. The legal aspects in detail of transactions involving checks, notes, drafts and acceptances. The course is organized about the various types of these instruments in current use in the several fields of business, and the prevailing business and banking practices affecting their use. Consideration is also given to the legal relationship between banker and depositor. Prerequisite: Law 101. Two hours a week; 2 credits.

104. The Law of Mercantile Transactions. The legal problems arising out of the sale of merchandise by manufacturers, distributors and dealers (including consignments and licensing agreements), out of the financing, processing, shipment, and warehousing of merchandise, and out of government regulation thereof. Prerequisite: Law 101. Three hours a week; 3 credits.

106. The Law of Creditors' Rights. Following a survey of the legal procedures for the recovery, collection and enforcement of judgments, the course examines bankruptcy and the various other procedures, state and federal, for dealing with embarassed or insolvent debtors, including extension of time of payment, reorganization (individual and corporate), and liquidation. Purely procedural detail is avoided. Prerequisite: Law 101. Two hours a week; 2 credits.

202. The Law of Real Estate Transactions. Designed to give real estate brokers and others having a special interest in real estate matters a general view of the legal questions that arise in the leasing, selling and mortgaging of real estate in the City of New York. Legal rights, duties and responsibilities of real estate brokers; relationship of landlord and tenant; various steps in connection with a contract to sell or mortgage real estate; the examination and transfer of title; and the commoner real estate instruments. Prerequisite: Law 101. Two hours a week; 2 credits.

203. Legal Aspects of Advertising. A study of the special legal problems encountered in advertising, including an examination of the principal regulatory statutes involved. Prerequisites: Law 101; Advertising 120 or permission of the Bus. Adm. Department. Two hours a week; 2 credits.

211. The Law of Labor Relations. Designed to be of value both to the business or labor union executive and to the academic student, this course deals with the law affecting the relation between employers and labor organizations, under both labor relations acts (federal and state) and other statutes, and judicial and administrative decisions. Two hours a week; 2 credits.

212. The Law of Labor Standards. To supplement Law 211 the course aims to enable business men, labor representatives and students of accounting and business administration to grasp the legal aspects and current interpretations of federal and state laws and regulations controlling wages, hours, payrolls, records, unemployment insurance, employment on public contract work. Two hours a week; 2 credits. Offered primarily for graduate students and for qualified students who desire to take it without credit. Students matriculated for the B.B.A. degree may take this course for credit only with the written permission of the Law Department.

270. Advanced Problems in Business Law. In this course the purpose is to integrate the subject matter of the several courses already pursued by the student dealing with particular branches of business law, and to examine also certain matters not dealt with in any of the other courses in business law (such as suretyship, trusts, and decedents' estates). The method employed is the study of typical transactions (as, for example, the sale of a going business), each presenting a number of diverse yet interrelated legal problems. Prerequisites: Law 101, 102, 103, 104. Two hours a week; 2 credits.

MATHEMATICS

Aims: To develop in the student a grasp and understanding of fundamental mathematical principles, methods and techniques, and to enable the student to apply these, with facility and confidence, to the solution of problems arising in the fields of business, finance and statistics. The courses also aim to meet some of the requirements of the New York City Board of Education for licenses to teach commercial subjects.

Students who offer Advanced Algebra for admission are required to take only 152; those who offer Intermediate (but not Advanced) Algebra must take 151 and 152; and those who do not offer Intermediate Algebra must take 150 and 152.

150. Basic Mathematics. Factoring, equations of first degree, ratio and proportion, trade discount, exponents, significant digits, logarithms, simple interest, bank discount, partial payments, equation of accounts, installment buying, quadratic equations, graphs and graphical methods, progressions, binomial theorem, permutations, combinations, and probability. Prerequisite: Elementary Algebra. Five hours a week; 5 credits.

151. Introductory Business Mathematics. Basic mathematical methods are applied to business topics such as simple interest, discount, and equation of accounts. Certain topics in algebra such as logarithms, graphical methods, and the binomial theorem are discussed and applied.

This course is not to be taken by those students who have passed Mathematics 150. Prerequisite: Intermediate Algebra. Three hours a week; 3 credits.

152. Mathematics of Finance. Compound interest, annuities, valuation of bonds, mortgages and other forms of investments, and an introduction to the principles of life insurance. Prerequisite: Mathematics 150 or 151 or Advanced Algebra. Three hours a week; 3 credits.

167. Analytic Geometry and Calculus. Basic concepts and techniques of analytic geometry, differential and integral calculus. Prerequisites: Mathematics 150, or 151 or Advanced Algebra. This course should not be taken by students offering Mathematics 7 for credit. Five hours a week; 5 credits.

168. Analytic Geometry and Calculus. Further topics in analytic geometry, differential and integral calculus. Prerequisite: Mathematics 167 or permission of the Department. Five hours a week; 5 credits.

216. Arithmetic Analysis. The solution of typical business problems by purely arithmetical methods. Consideration is given to such topics as borrowing and lending, problems encountered in the fields of merchandising and retailing, fire insurance, balancing of accounts, distribution of profits in partnerships. Three hours a week; 3 credits.

218. Mathematics of Statistics. An introduction to the inferential aspects of mathematical statistics. This course is offered primarily for students majoring in statistics. Prerequisites: Mathematics 167 or Integral Calculus; and two courses in statistics. Three hours a week; 3 credits.

225. Introduction to Probability. Designed for students majoring in statistics, to provide them with a knowledge of the basic concepts and applications of probability. Topics treated include: basic theorems of probability, permutations and combinations, binomial and multinomial theorems, mathematical expectation, Stirling's approximation, and standard type frequency distributions. Prerequisites: Business Administration 154, and Mathematics 167 or Integral Calculus. Three hours a week; 3 credits.

(For liberal arts elective courses offered at this School see the Bulletin of the College of Liberal Arts and Science).

MILITARY SCIENCE AND TACTICS

Through the cooperation of the Federal Government, the College is enabled to permit students who desire it to receive instruction in Military Science and Tactics. Officers of the United States Army are assigned as instructors. The Government supplies uniforms, equipment and textbooks without cost to the student.

Students completing the Basic Course in Military Science and Tactics, and veterans with equivalent military service, may apply for admission to the Advanced Course to prepare for appointment as Second Lieutenants, United States Army Reserve. Students admitted to the Advanced Course receive appointments as Cadet Officers and financial benefits. Once the two-year Basic Course has been elected, it must be completed.

11-12. Basic Course, First Year. Military organization; military problems and policy of the United States, National Defense Act, and history of the ROTC; weapons; marksmanship; map reading and aerial photographs; combat formations and tactics of the rifle squad; hygiene, first aid and sanitation; military courtesy and customs of the service; leadership, drill and command. Two terms, 1 credit each term; 2 hours classroom, and 1 hour drill each week.

13-14. Basic Course (Infantry), Second Year. Military organization; weapons; marksmanship and range practice; technique of fire of the rifle squad; map reading and aerial photographs; scouting and patrolling; tactics of weapons squads and sections; leadership, drill and command. Two terms, 1 credit each term; 2 hours classroom, 1 hour drill each week. Prerequisite: Military Science 11-12.

21-22. Advanced Course (Infantry), First Year. (Special approval required.) Military organization; weapons; gunnery, technique of fire, fire control; map reading and aerial photographs; communications; combat intelligence; estimate of the situation and combat orders; field fortifications; tactics of rifle and heavy weapons companies; leadership, drill and command. Two terms, 2 credits each term; 4 hours classroom, 1 hour drill each week. Prerequisite: Basic Course.

23-24. Advanced Course (Infantry), Second Year. Military organization; administration; military law and boards; military teaching; command and staff; maps and aerial photographs; motors and transportation; supply and evacuation; psychological warfare; tactics of rifle and heavy weapons companies; troop movement; tactics, infantry battalions in attack and defense; the military team; new developments; geographical foundation of national power; leadership, drill and command. Two terms, 2 credits each term; 4 hours classroom, 1 hour drill each week. Prerequisite: Military Science 21-22.

MUSIC

With respect to the Orchestra, Chorus and Band, 1 credit is granted per term, with the limitation that no credit is allowed for the first term only in each sequence and the maximum credit allowance in any sequence is 4 credits.

1b. Introduction to Music. A basic course designed to give the student an insight into the workings of the art and an acquaintance with certain representative selections from the standard repertoire. Particular emphasis is placed upon the development and cultivation of listening skills for present and future use. Two hours a week; 1 credit.

51, 52, 53, 54, 55, 56, 57, 58. Band. Repertoire: overtures, selections and excerpts from the standard symphonic repertoire as well as material composed especially for bands. During the school year the band presents concerts and performs at college functions such as Commencement, athletic contests, and reviews of the Reserve Officers' Training Corps. Three hours a week; 1 credit each term; offered at Main Building only.

61, 62, 63, 64, 65, 66, 67, 68. Chorus. For men and women. Requirements for admission: ability to read a simple musical part. Two hours a week; 1 credit per term. Evening Session only.

81, 82, 83, 84, 85, 86, 87, 88. Orchestra. The courses will enable students familiar with some orchestral instrument to study that instrument in relationship with the rest of the orchestra and will familiarize them with orchestral routine. Credit will be awarded upon a satisfactory record of musical progress and the passing of a practical examination. Three hours a week; 1 credit each term. Evening Session only.

(For liberal arts elective courses offered at this School see the Bulletin of the College of Liberal Arts and Science).

PHILOSOPHY

1. Introduction to Philosophy. Philosophy as a search for meaning and truth, and what is found when the search is made into the nature of concepts like reality, society, mind, knowledge, science and morality. Three hours a week; 3 credits. Optionally prescribed.

(For liberal arts elective courses offered at this School see the Bulletin of the College of Liberal Arts and Science).

PHYSICS

1-2. General Physics. An analysis of situations involving the physical properties of matter, the action of forces, and transformations of energy from one form to another. The student is made acquainted with scientific methods and their application to experiment and theory. Each class meeting is intended to be an exercise in careful thinking. The main topics in the first term are: Mechanics, Heat and Energy Transformations of all Kinds; in the second term: Wave Motion and Light, Electricity and Magnetism, Atomic Disintegration. Two terms; one lecture, two recitations and two hours laboratory a week; 4 credits each term.

PORTUGUESE

Offered by the Department of Romance Languages. See page 89.

PSYCHOLOGY

The courses in psychology deal with the results of scientific studies of human behavior. In presenting psychology as a component of contemporary culture it is hoped that the student will have a better understanding of his personal problems through a greater knowledge of human behavior. The advanced courses are designed to allow the student to study more intensively the applications of psychology in specific fields. (Note: Courses numbered 9000 or higher are primarily graduate courses.)

1. General Psychology. A general survey of the facts and principles of psychology. Emphasis will be given to applications rather than theories. To this end such topics as motives on both the conscious and unconscious levels, learning, prejudices, emotions, personality, intelligence are among those considered. Visual instruction, as well as experiments and demonstrations, are used. This course is required for the degree of the Baruch School of Business and Public Administration and the School of Education. It is a prerequisite for all the other courses in Psychology. Two recitation and two laboratory hours a week; 3 credits.

51. Experimental Psychology I. Designed to give an intimate acquaintance with application of experimental methods to psychological problems. Techniques of investigating and formulating a problem and use of laboratory equipment stressed. Experiments in judgement, perception, emotion are performed. Prerequisite: Psych. 1. Two recitation and four laboratory hours a week; 6 credits.

56. Social Psychology. Psychological factors underlying social relations with emphasis upon social motivation, nature and development of groups, anti-social behavior and group influences, war, nationalism, censorship, propaganda and prejudice. Prerequisite: Psych. 1. Three hours a week; 3 credits.

60. Developmental Psychology: Adult Personality. The dependence of personality structure upon the cultural situation, as defined in anthropological, sociological and historical contributions. Prerequisite: Psych. 1. Three hours a week; 3 credits.

180. Vocational Psychology. A review of the principles and practices in the fields of vocational guidance and selection. Emphasis is given to measurement and diagnosis through a comprehensive battery of psychological tests. Current programs of various guidance agencies and personnel departments are studied. Prerequisite: Psych. 1. Three hours a week and conferences by appointmnt; 3 credits.

181. Business and Industrial Psychology. The applications of psychology to the individual as an employee in his relationships with the employer are considered. The experimental findings in the field are reviewd with the intent of developing a scientific attitude toward such problems as employee morale, incentives, the psychology of advertising and selling, training, job analysis. Prerequisite: Psych. 1. Three hours a week and conferences by appointment; 3 credits.

281. The Psychology of Business and Industry: Field Trips. The application of psychological principles in vocational, business, and industrial situations is observed. Among the problems that will be studied in their actual setting are the psychology of incentives, the use of psychological tests, motivation and work, vocational guidance, industrial morale, the evaluation of the work environment, accident proneness, the psychological techniques of advertising and salesmanship and research in public opinion measurement. Prerequisites: Psych. 1 and (or concurrently with) either Psych. 180 or 181. One lecture and one field trip per week of three hours; 2 credits.

282. Industrial Interviewing Techniques. To provide students with basic knowledge and skill for conducting a variety of common industrial types of interviews. Prerequisite: Psych. 180 or 181. Three hours a week; 3 credits.

284. Advanced Personnel Testing. This course is designed to present the more complex tests employed in business and industry and to provide students with a knowledge of and some experience with them. Prerequisite: Psych. 180 or 181. Three class hours plus one conference hour per week; 3 credits.

288. Psychology of Advertising. A study of the psychologist's contributions to advertising. Emphasis is placed upon the experimental and research point of view concerning such psychological concepts as motivation, perception, sensitivity, in relation to advertisements and media. Prerequisite: Psych. 1. Two hours a week; 2 credits.

9323. Techniques of Selection in Public Personnel Administration. The oral, written, performance and experience tests as they are used in the public service. The examination process will be analyzed in its entirety, beginning with the job specifications necessary, including the preparation, administration, rating and evaluation of tests as recruiting instruments for public employment. Prerequisite or co-requisite: Govt. 19 and Psych. 180 or experience in personnel administration. Two hours a week; 2 credits. Open only to graduate students for credit. Other qualified students may take the course without credit. The content of Psychology 9323 and Government 9323 is identical and may be credited as either a course in Government or Psychology as the student chooses.

(For liberal arts elective courses offered at this School see the Bulletin of the College of Liberal Arts and Science).

RADIO AND TELEVISION

The following courses are unattached. They are directly supervised by Professor Earl H. Ryan in consultation with a sub-committee of the Committee on Undergraduate Curriculum.

100. Survey of Radio and Television Broadcasting: Its Development and Practices. The purpose of this course is to provide the student with the background information necessary for the appreciation of present-day broadcasts and a basic knowledge on which subsequent study may be premised. Two hours a week; 2 credits.

110. Radio Dramatics. Teaching the fundamentals of radio performance, microphone techniques and acting style. Intensive reading of scripts and constant coaching on the skills of the radio actor. Special attention will be given to the problems of auditions. Prerequisites: Speech 1, 2, 3, 4, Radio and Television 100, or equivalent experience in dramatic or radio acting. Two hours a week; 2 credits. Recording Fee: $1.50.

111. Advanced Radio Dramatics. This course is intended to provide the second semester in radio acting techniques. Completed radio dramas and other types of presentation are to be recorded and played back for criticism. When possible, students of this course will be given opportunities to perform in radio broadcasts. Prerequisites: Speech 1, 2, 3, 4, Radio and Television 100, 110, or equivalent experience in dramatic or radio acting. Two hours a week; 2 credits. Recording Fee: $3.00.

114. Practical Radio Announcing. This course is intended to provide an understanding of the responsibilities and duties of the announcer and to offer an opportunity to perform before the microphone the several types of announcing that are required in actual practice. Prerequisites: Speech 1, 2, 3, 4, Radio and Television 100, or equivalent experience in radio acting. Two hours a week; 2 credits. Recording Fee: $1.50.

130. Writing for Radio. This is a practical writing course, spanning the field of scriptwriting from the "commercial" to the dramatic sketch. Dual emphasis is placed on the aesthetic and the commercial aspects of writing. This course presupposes no writing experience but does require some natural writing ability and imagination. Prerequisites: English 1, 2, Radio and Television 100. Two hours a week; 2 credits.

210. Basic Television. To provide students with a background of basic television characteristics and production techniques which will serve as a survey of the field. Prerequisites: 2 semesters of Speech, Radio and Television 100, 110. One hour of lecture, three hours of studio and recitations; 3 credits.

211. Television Workshop. The purpose of this course is to afford students an opportunity to employ, in a studio, the techniques and theories learned in Radio and Television 210. Actual experience in handling the tools of television broadcasting, including the use of lights, cameras, monitoring, directing, set construction, costuming and make-up, will be afforded within the limits of studio facilities available at union regulations governing class instruction. Prerequisite: Radio and Television 210. One hour of lecture, three hours of studio and recitations; 3 credits.

212. Advanced Television Workshop. A continuation of the work of Radio and Television 211. Attention will be paid, in the advanced course (212) to the constant problems of selecting program ideas. Program analysis for the purpose of criticism, premised on sound basic knowledge of laws of persuasion and interest, will be directed by the instructor and invited guests. Television programs will be written, edited and produced by students in this course. Prerequisites: Radio and Television 210, 211. One hour of lecture, three hours of studio and recitation; 3 credits.

ROMANCE LANGUAGES

The Department of Romance Languages offers French, Italian, Portuguese and Spanish in the Baruch School of Business and Public Administration. The Department seeks first to give the student sufficient mastery of the language to enable him to read moderately difficult prose. Further, it seeks to impart, through the medium of the foreign language, an appreciation of the civilization and literature of the countries where the language is spoken.

In addition to conventional methods, the Department is equipped to make available the most recent oral-aural methods for language study. For this purpose, the Department is supplied, in its Language Workshop, with various audio-visual units among which are the 16-mm. sound projector, the presto-recorder and the phonograph.

Students who have selected Italian, French or Spanish to meet the language requirement take courses 71, 72 if they present two units at entrance, or course 73 if they present three units at entrance. Students beginning a new foreign language in college may meet the requirement by completing courses 41, 42, 43, and 44. Students wishing to emphasize the spoken language should select course 27 (conversational) instead of 73.

FRENCH

41-42. Elementary French. Two consecutive terms; three hours a week; 3 credits each term. Credit is not allowed for 41 alone.

43-44. Second Year. A continuation of courses 41-42. Two terms; three hours a week; 3 credits each term.

71-72. Intermediate Readings. Readings in standard works, composition, conversation. Prerequisite: French 44 or two years of high school French. Two terms; three hours a week; 3 credits each term.

73. Advanced Readings. Advanced standard works are studied and used as a basis for conversation and composition. Prerequisite: French 72 or three years of high school French. Three hours a week; 3 credits.

27. Advanced Conversation. (Language Workshop.) A course conducted entirely in French and intended to give the student correctness and fluency in the use of the language through prepared short speeches and free discussions. Five hours a week; 3 credits.

161. Advanced Commercial French, Part I. The purpose of French 161-162 is to train students in the techniques of the average export office, with commercial correspondence as its ultimate objective. Prerequisite: French 73 or 27. Three hours a week; 3 credits.

162. Advanced Commercial French, Part II. Prerequisite: French 161. Three hours a week; 3 credits.

ITALIAN

41-42. Elementary Italian. Two consecutive terms; three hours a week; 3 credits each term. Credit is not allowed for 41 alone.

43-44. Second Year. A continuation of courses 41-42. Two terms; three hours a week; 3 credits each term.

71-72. Intermediate Readings. Readings in standard works, composition, conversation. Prerequisite: Italian 44 or two years of high school Italian. Two terms; three hours a week; 3 credits each term.

73. Advanced Readings. Advanced standard works are studied and used as a basis for conversation and composition. Prerequisite: Italian 72 or three years of high school Italian. Three hours a week; 3 credits.

27. Advanced Conversation. (Language Workshop.) A course conducted entirely in Italian and intended to give the student correctness and fluency in the use of the language through prepared short speeches and free discussions. Five hours a week; 3 credits.

PORTUGUESE

41.-42. Elementary Portuguese. Oral work, grammar, reading, translation, and conversation. Two consecutive terms; three hours a week; 3 credits each term. Elective. Credit is not allowed for 41 alone.

SPANISH

41.-42. Elementary Spanish. Two consecutive terms; three hours a week; 3 credits each term. Credit is not allowed for 41 alone.

43-44. Second Year. A continuation of courses 41-42. Two terms; three hours a week; 3 credits each term.

71-72. Intermediate Readings. Readings in standard works, composition, conversation. Prerequisite: Spanish 44 or two years of high school Spanish. Two terms; three hours a week; 3 credits each term.

73. Advanced Readings. Advanced standard works are studied and are used as a basis for conversation and composition. Prerequisite: Spanish 72 or three years of high school Spanish. Three hours a week; 3 credits.

27. Advanced Conversation. (Language Workshop.) A course conducted entirely in Spanish and intended to give the student correctness and fluency in the use of the language through prepared short speeches and free discussions. Five hours a week; 3 credits.

161. Advanced Commercial Spanish, Part I. The purpose of Spanish 161-162 is to train students in the techniques of the average export office, with commercial correspondence as its ultimate objective. Prerequisite: Spanish 73 or 27. Three hours a week; 3 credits.

162. Advanced Commercial Spanish, Part II. Prerequisite: Spanish 161. Three hours a week; 3 credits.

(For liberal arts elective courses offered at this School see the Bulletin of the College of Liberal Arts and Science).

SCIENCE

11-12. College Science. How man in an industrial society utilizes science to exploit the natural resources of the environment. Understanding of the fundamental principles of science is established through laboratory work, demonstrations, and illustrative materials; and modern applications of science in industry and commerce are explored. Two terms, two hours recitation, two hours laboratory; 3 credits each term. Laboratory fee: $9.00 each term.

SOCIOLOGY AND ANTHROPOLOGY

Department courses are selected for their contribution to the School program of general education. Each course is a self-contained offering, presenting within its area the social and cultural analysis best calculated to impart effective understanding of our complex and changing contemporary life.

The Social Research Laboratory, an integral part of the department, provides students opportunity to supplement course work with experience as participant observers in social agencies or supervised research in various aspects of the metropolitan community.

5. Introductory Sociology. The study of modern society: social groups, social organization, processes of interaction, social disorganization and change. Such topics as family organization, ethnic and class relations, culture and personality, and urbanization will be considered. Three hours a week; 3 credits. Optionally prescribed.

(For liberal arts elective courses offered at this School see the Bulletin of the College of Liberal Arts and Science).

SPANISH

Offered by the Department of Romance Languages. See page 89.

SPEECH

On the basis of a speech test which all students must take prior to or during registration, students are assigned to Speech 5 or Speech 1. The required courses 1, 2, 3, 4 must be taken in sequence.

5. Speech Clinic. Prerequisite to Speech 1 for students who are handicapped by speech impediments. Attendance requirements: one hour per week for one or more semesters or until clinic discharge is obtained. No credit (See page 26). Failure to attend and to fulfill the regular assignments for removing a deficiency may result in dismissal from the college.

1. Fundamentals of Speech. Speech that is careless or too narrowly provincial is corrected, and a clear, easy, unaffected American English encouraged. Two hours a week; 1 credit.

2. Applied Speech Fundamentals. The basic speech habits begun in Speech 1 are further developed and applied in business, social and professional situations. The concept of speech as a communication tool is stressed. Introductions, reports, good social conversation and interviews are used as vehicles for the application of speech fundamentals. Two hours a week; 1 credit.

3. Group Discussion. A thorough grounding in the basic elements of analysis and developmental thinking as applied to the group. The duties of the chairman, the purpose and value of decorum, participation in discussion from the floor and participation as a member of a panel of experts are emphasized as basic to effective group discussion whenever controversial problems are discussed. Application of these techniques to present-day controversial topics and the exploration of possible sources of a solution provide a background for the course. Two hours a week; 1 credit.

4. Public Speaking. The student is instructed in the preparation and delivery of public addresses, and given practice in extemporaneous talks. Two hours a week; 1 credit.

11a. Voice and Diction for Future Teachers. Designed for students of education who are desirous of bringing their oral English up to the standards demanded by the Board of Education. Drill work with voice, articulation, pronunciation, and diction. Individual exercises will be stressed. One hour a week; no credit. Admission at the option of the Education Department or the Speech Department. Limited to Education majors.

101. Oral Salesmanship. Practice in the preparation and delivery of sales talks. Intended primarily for students of salesmanship who wish practical training in applying the theory taught in the mechandising courses. Prerequisite: Speech 3; Co-requisite: Bus. Adm. 112; two hours a week; 1 credit. May be taken in lieu of Speech 4.

102. Speech for Executive Trainees. A course designed especially for students in the Cooperative Training and other programs who desire to bring their speech up to the standards of the executive positions for which they are preparing. Intensive training in voice, diction and the other personality factors important in employment and idea-selling interviews, staff conferences, reports and presentations. Prerequisite: Speech 2. This course is open only to upper classmen. Two hours a week; 2 credits. May be taken in lieu of Speech 4.

(For liberal arts elective courses offered at this School see the Bulletin of the College of Liberal Arts and Science).

STENOGRAPHY, TYPEWRITING AND SECRETARIAL STUDIES

Offered by the Department of Accountancy. See page 42 for descriptions of courses in this area.

SPECIAL EVENING COURSES FOR ADULTS IN BUSINESS

In addition to offerings of regular undergraduate and graduate courses described in this catalogue, the Evening Session, in its capacity as the extension division of the School, offers special courses to meet the needs of persons already in business or preparing for special duties in business.

Variations in existing courses to meet special conditions are made at the discretion of the Director, in consultation with the proper department or departments.

A *Certificate of Achievement* in a specified field will be awarded to the student who satisfactorily completes an approved course of study. This program is to include specified basic courses together with additional recommended or other approved courses totaling not less than 450 hours of instruction. In addition, students with inadequate preparation may be required to take other courses such as English, Mathematics, and Speech.

Students interested in special courses should write to the Director, Evening Session, for a current booklet, giving courses of study, descriptions of courses, and schedule for that term.

Although the offerings for any term are dependent upon the needs of the time, the offerings are fairly uniform from term to term. The following list of special courses offered in the academic year 1955-1956 will accordingly serve as a guide to non-degree students seeking special training.

ENGLISH

F-1. English for Foreigners. 3 hours a week. Fee $27.

S-201. Business English. 2 hours a week. Fee $18.

S-202. Advanced Business English. 2 hours a week. Fee $18.

HISTORY

Hist. 51. Outline of American History, Part One. 3 hours a week. Fee $27.

Hist. 52. Outline of American History, Part Two. 3 hours a week. Fee $27.

MATHEMATICS

Math. 51. Elementary Mathematics. 4 hours a week. Fee $36.

RADIO AND TELEVISION

21. Speech for Radio and Television. 2 hours a week. Fee $18.

115. Television Scriptwriting. 3 hours a week. Fee $27.

521. Advanced Speech for Radio and Television. 2 hours a week. Fee $18.

SOCIOLOGY

S-5. Introductory Sociology. 2 hours a week. Fee $18.

SPEECH

S-1. Speech Improvement for Foreigners. 2 hours a week. Fee $18.

BERNARD M. BARUCH SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION OFFICE OF GRADUATE STUDIES

The Baruch School of Business and Public Administration offers programs of study to both part-time and full-time students leading to the degree of Master of Business Administration and to the degree of Master of Public Administration.

A student elects the specific field of his major interest (See page 95) for this advanced training but at the same time he is advised and in some measure required to undertake a program preparing him for the broader responsibilities which may be offered him during a career in business.

ADMISSION REQUIREMENTS

Admission to graduate study leading to the degree of Master of Business Administration is open to:

(1) Students graduated with a B.B.A. degree or its equivalent from a School of Business accredited by The American Association of Collegiate Schools of Business.

A graduate holding a B.B.A. degree or its equivalent from a School of Business which is a member of The American Association of Collegiate Schools of Business will usually be admitted to graduate work without deficiencies, except for specific prerequisites in a major field. Such a student will be required to take a minimum of 32 credits of work on a graduate level, including four credits for a thesis.

(2) Students graduated with a baccalaureate degree from an institution accredited by regional accrediting associations or registered as degree-granting institutions by the New York State Department of Education.

A student who holds a baccalaureate degree from any school accredited by a regional accrediting association or registered as a degree-granting institution by the New York State Department of Education will be required to offer a minimum of 64 credits of work in business and professional subjects toward the degree of Master of Business Administration. This will include 32 credits on the graduate level including 4 credits for a thesis. Two years will normally be required to complete this program. A student in this category who has taken some work in business and professional subjects may reduce the required credits by courses taken as an undergraduate or graduate student, which are acceptable to the Chairman of the Department involved, and to the Assistant Dean in Charge of Graduate Studies.

Admission to graduate study leading to the degree of Master of Public Administration is open to:

Students graduated with an acceptable baccalaureate degree from an institution accredited by a regional accrediting association or registered as a degree-granting institution by the New York State Department of Education.

A student who lacks sufficient social science background may be required to take certain basic social science courses before undertaking his graduate program. The graduate program will total 32 credits on the graduate level including 4 credits for a thesis.

Dual Registration of Undergraduate Students:*

Any senior who needs less than a full program to meet the requirements for the baccalaureate degree may take courses concurrently for graduate credit toward a master's degree provided he: (1) files an application for graduate work with the Office of Graduate Studies; (2) pays the regular fee for all such courses; (3) obtains approval for courses to be taken for graduate credit in advance by the Assistant Dean in Charge of Graduate Studies; and (4) is concurrently registered for the necessary courses to complete his program for his baccalaureate degree. Permits for such courses will be issued to the student to present to the registering officers, and courses approved for graduate credit will be recorded separately upon a student's record as "Courses

* This privilege is extended to seniors in the other municipal colleges.

taken for graduate credit." It will be incumbent upon the registering officers to notify the instructors concerned that such students are taking designated courses for graduate credit and are to be held to graduate standards.

Such a student at The City College shall be classified as "Grad 9-Dual Registrant" and upon receipt of the baccalaureate degree will be reclassified as Grad 9, or Grad 8 if a program has been approved (See below—Classification of Graduate Students.)

Procedure:

An applicant for admission to graduate studies leading to a degree should secure application forms by mail or in person from the Office of Graduate Studies and then complete the following steps:

(1) Complete the two application blanks.

(2) Pay at the Office of the Bursar the $3.00 application fee* for admission to a course of study leading toward a graduate degree and have the payment of the fee entered on the application blanks. Make checks payable to the Board of Higher Education. If it is not convenient to pay the fee in person, both application blanks and the fee may be mailed to the Bursar's Office.

(3) File both copies of the application in the Office of Graduate Studies after paying the fee.

(4) If the applicant is a graduate of another institution, or has attended any other institution, he should request the registrar of each college to mail a transcript of his record to the Office of Graduate Studies, Bernard M. Baruch School of Business and Public Administration, 17 Lexington Avenue, New York 10, New York. *No application can be considered until all transcripts have been received.* It is the applicant's responsibility to see that this is done without delay. If any transcript submitted is incomplete because of current registration for courses or failure to show that a degree has been awarded, it will be necessary for him to have another transcript sent to this office immediately upon completion of courses or awarding of degree.

(5) If accepted for graduate study, he will receive notice to confer with an advisor or the Assistant Dean in Charge of Graduate Studies with regard to his program.

(6) A copy of his program will be mailed to the applicant when it has been approved.

CLASSIFICATION OF GRADUATE STUDENTS

Grad 4—Matriculated Student for the M.B.A.

Grad 6—Matriculated Student for the M.P.A.

A matriculated student for either degree is one—

a. Who has indicated his intention of complying with the regulations applying to candidates for the degree;

b. Who by action of the designated college authority has been judged as having fulfilled all the requirements for admission as a candidate for a degree;** and

c. Who has been enrolled in an approved integrated program of study leading to the degree.

Grad 8—Matriculated Student with Conditions

A matriculated student with conditions is one—

a. Who has indicated his intention of complying with the regulations applying to candidates for the degree; but

b. Who, though he lacks certain specific requirements for admission to candidacy for the degree,** is, by action of the designated college authority, permitted to enroll in certain studies of the program leading to the degree with the understanding that he will subsequently, upon removal of the conditions, become qualified for classification as a fully matriculated student; and

c. Who has been enrolled in an approved integrated program of study leading to the degree.

* For other fees see page 19.
** See Candidacy for Degree page 97.

Grad 9—Graduate Special Student

A Graduate Special Student—sometimes termed a non-matriculated student or an unclassified student—is one—

a. Who has applied for admission to a course (or courses); and
b. Who has been declared qualified to pursue the work of the course by the designated college authority; and
c. Who has been enrolled in the course (or courses); and
d. Who has not enrolled in an approved integrated program of study leading to the degree.

A student previously classified as Grad 4, 6 or 8 may be reclassified as Grad 9 or may be dropped as a graduate student if he fails to meet scholastic standards for graduate work. Such a student may apply for reclassification upon having met the required standards for graduate work.

Students classified as Grad 4, 6 or 8 will receive priority in registration. Students classified as Grad 9 will register at a later date.

GENERAL REQUIREMENTS

Majors and Minors:

A student who has been admitted to graduate work will select a major field and one or two minor fields of study from the following list. His program must include a minimum of 20 credits in the major field (22 credits in Accounting and Taxation), including four credits for the thesis. In addition, the program may include one or two minor fields with not less than 4 credits in any one minor field. A student will be permitted to take all of his work in a major field with the approval of the Chairman of the Department involved and the Assistant Dean in Charge of Graduate Studies.

***Major or Minor Fields:**

Accounting, Private
Accounting, Public
Advertising
Business Statistics
Credit and Financial Management
Economic Policy
Finance and Investments
Industrial Management
Industrial Management for Engineers
International Trade
Marketing Research
Personnel Management
Public Administration (Government)
Real Estate
Retailing
Sales Management
Taxation

Minor Fields Only:

In addition to the fields listed above, courses are offered in the following minor fields:
Business Law
Economic Development and Regional Economies
Insurance
Labor and Social Security
Money, Finance and Busines Cycles
Psychology
Radio and Television
Statistics (Economics)

* A program sheet of required courses in any of these areas may be be obtained by addressing the Office of Graduate Studies, or by calling at the Office of Graduate Studies.

Program Load:

In planning their program loads, graduate students who are employed on a full time basis should take into consideration demands made upon them by their work as well as by their other responsibilities. Fully employed students are advised to carry not more than eight or nine credits. Students who are devoting full time to graduate work are advised to carry not more than sixteen or seventeen credits. Students who wish to carry loads in excess of those mentioned above should confer with the Assistant Dean in Charge of Graduate Studies in advance of registration. The responsibility for excessive loads rests entirely upon the student. One who fails to maintain scholarship requirements as a result of attempts to carry work in excess of his capacities will endanger his future status as a candidate for a graduate degree.

Registration in Day and/or Evening Sessions:

A graduate student is privileged to take his work either in the Day or Evening Session, or both sessions. Since most of the graduate students are employed during the day and are pursuing graduate work in the Evening Session, most of the courses offered on the graduate level are scheduled after 5:50 P.M. It follows that a graduate student who is devoting all his time to graduate study will usually be compelled to take some of his work in the Evening Session.

A student accepted for graduate work will be notified by mail at least ten days prior to the date he should report for registration. Any student who fails to receive such a notice should inquire of the Office of Graduate Studies as to dates of registration.

Time Limitation:

All work leading to the Master's degree, including prerequisites, must be completed within six years from date of initial registration, exclusive of service in armed forces.

Transfer Credit for Graduate Work:

A maximum of six credits of graduate work done elsewhere may be accepted for graduate credit, providing: (a) the work was completed at an accredited institution; (b) the work was acceptable there for graduate credit; (c) the work had been completed with a grade of "B" or better; and (d) that such credit be allowed only upon acceptance of a student as a candidate for a graduate degree, with the approval of the Departmental Chairman and the Assistant Dean in charge of Graduate Work.

Thesis Requirement:

Every candidate for an advanced degree is required to submit an acceptable thesis as a part of his program, for which four credits are allowed. No student may register for a thesis course until he has been accepted as a candidate for the Master's degree.

No credit is allowed for the first semester thesis seminar course until the second semester thesis seminar course has been completed and the thesis accepted. A student will not be considered to have satisfactorily completed the first semester's thesis course unless the first chapter of his thesis has been submitted and accepted.

A fee of $2.50 per copy is charged for the binding of the thesis.

Scholastic Requirement:

A student who has been accepted for graduate work will be required to maintain an average of "B" in all courses which have been, or which may be, included in his total approved program.*

A candidate for a graduate degree who falls below a "B" average will automatically be reclassified as Grad 8 or Grad 9, depending upon the quality of his work. A candidate who has thus been reclassified may re-apply for candidacy for a degree only after he has brought his overall average, as defined above, to a "B" average, and after his application has been approved by the chairman of his department and the Assistant Dean in Charge of Graduate Studies.

* Graduate students in attendance prior to February 1, 1952, who had been accepted for graduate work will be required to maintain a "C" average.

A graduate student who falls below a "B" minus average may be dropped as a graduate student and may be re-instated only with the approval of the Chairman of his Department and the Assistant Dean in Charge of Graduate Studies.

The letter ratings for graduate work are the same as those for undergraduate work (See page 29) except that no graduate credit will be given for any course included in a student's graduate program in which the grade of "D" has been assigned. Since such a course may not be repeated for credit, it will be deleted from a student's graduate program and, when such a deletion reduces a graduate program below 32 credits, a student must apply immediately for a replacement. The grade of "D" will be included in computing scholastic averages.

Residence

There is no residence requirement for graduate students. Non-residents, including foreign students, may be accepted for graduate work.

Candidacy for Degree:

Enrollment of a student for graduate work in no way implies acceptance as a candidate for a graduate degree. A student may apply for candidacy for a degree only after he has completed at least 8 credits in his major with an average of "B" in all courses taken, and after he has removed all deficiencies with respect to, and satisfied all prerequisites for, his graduate program.

Application for Degree:

A graduate student must file an application for his degree in the semester in which he expects to complete all the requirements for the degree. This application must be filed in the Office of Graduate Studies on or before the date shown in the Graduate Calendar, failing which a student cannot be recommended for the degree at the close of the semester.

GRADUATE CALENDAR

1955-1956

1955	
Sept. 6-15	Evening Division, Registration
Sept. 7-14	Day Session, Registration
Sept. 19	Monday, Beginning of Recitations
Sept. 26	Monday, No Classes
Oct. 12	Wednesday, Columbus Day, No classes
Oct. 24	Monday, Day Session, Reexaminations
Oct. 24-28	Evening Division, Reexaminations
Nov. 2	Wednesday, Last Day for Submission *First Complete Draft* of Thesis to Advisor
Nov. 8	Tuesday, Election Day, No classes
Nov. 11	Friday, Veterans Day, No classes
Nov. 17	Thursday, Last Day for Submission to the Office of Graduate Studies of Applications for Graduate Degrees to be Granted in February 1956.
Nov. 24-26	Thanksgiving Recess
Dec. 5	Monday, Applications should be filed for admission to Graduate Study for the Spring Semester
Dec. 12	Monday, Last Day for Submission of *Final Revised Draft* of Thesis to Faculty Advisor.
Dec. 24-Jan 2	Winter Vacation
1956	
Jan. 10	Tuesday, Evening Division, All Friday classes will hold last meeting on this day. Tuesday classes will not meet.
Jan. 10	Tuesday, Evening Division, Last Day of Recitations
Jan. 10	Tuesday, Last Day for Deposit of *Approved Copies* of Thesis in the Office of Graduate Studies and for Payment of Binding Fee
Jan. 11-23	Evening Division, Final Examinations
Jan. 13	Friday, Day Session, Last Day of Recitations
Jan. 16-21	Day Session, Final Examinations
Jan. 24-Feb. 3	Evening Division, Registration
Jan. 26-Feb. 2	Day Session, Registration
Feb. 6	Monday, Beginning of Recitations
Feb. 13	Monday, Lincoln's Birthday, No classes
Feb. 22	Wednesday, Washington's Birthday, No classes
Mar. 16	Friday, Last Day for Submission of *First Complete Draft* of Thesis to Faculty Advisor
Mar. 19	Monday, Last Day for Submission to the Office of Graduate Studies of Applications for Graduate Degrees to be granted June 1956.
Mar. 19	Monday, Day Session, Reexaminations
Mar. 19-23	Evening Division, Reexaminations
Mar. 26-Apr. 3	Spring Vacation (Evening Division)
Mar. 27-Apr.3	Spring Vacation (Day Session)
Apr. 30	Monday, Applications should be filed for Admission to Graduate Study for Summer and Fall Semesters
Apr. 30	Monday, Last Day for Submission of *Final Revised Draft* of Thesis to Faculty Advisor
May 24	Thursday, Evening Division—All Monday classes will hold last meeting on this day. Thursday classes will not meet.
May 24	Thursday, Evening Division, Last Day of Recitations
May 24	Thursday, Last Day for Deposit of *Approved Copies* of Thesis in the Office of Graduate Studies and for Payment of Binding Fee
May 25-June 4	Evening Division, Final Examinations
May 26	Saturday, Day Session, Last Day of Recitations
May 28-June 5	Day Session, Final Examinations
May 30	Wednesday, Memorial Day, No classes
June 13	Wednesday, Commencement
June 13-14	Summer Session, Registration
June 18	Monday, Beginning of Recitations
June 25	Monday, Last Day for Submission to the Office of Graduate Studies of Applications for Graduate Degrees to be Granted in September 1956
July 4	Wednesday, Independence Day, No classes
Aug. 10	Friday, Last Day of Recitations

ASSOCIATE IN APPLIED SCIENCE DEGREE

(Supplement to description on page 36)

I. A.A.S. Curriculum

A. *Basic Courses*

1. Accountancy 101 & 103 *or* Accountancy 101 & 102	Principles of Accounting	6 credits
(Students who intend to major in Accounting should take Accountancy 101 & 102).		
2. Art 1 or Music 1	Art (or Music) Appreciation	1 credit
3. Management 103	Business Management	3 credits
4. Marketing 110 *or* Economics 20	Marketing or Finance	3 credits
5. Economics 101	Economic Principles	3 credits
6. Economics 603	Introduction to Business and Economic Data	2 credits
7. English 1 and 2	Composition	4 credits
8. English 607	Reading and Appreciating Literature	2 credits
9. Government 1	American Government and Democracy	3 credits
10. Human Relations 601 (Unattached)	Human Relations	1 credit
11. Hygiene 72a	Health Guidance	1 credit
12. Law 101	Business Law	3 credits
13. Mathematics 150 *or*	Basic Mathematics (Prereq. Elementary Algebra in High School)	5 credits
Mathematics 151 *or*	Introductory Business Math. (Prereq. Intermediate Algebra in High School)	3 credits
Mathematics 152	Mathematics of Finance (Prereq. Advanced Algebra in High School)	3 credits
14. Science 610 (Unattached) *or*	Science Orientation	3 credits
Biology 1, Chemistry 1, or Physics 1	Science	3 credits

B. *Specialization*

At least 20 credits in an approved specialization.

Accounting
Advertising
Bookkeeping and Office Management
Business Management
Credit, Collections and Financial Management
Economics
Finance and Investments
Foreign Travel
Insurance
International Trade
Labor and Social Security
Personnel Management
Public Relations
Radio and Television
Real Estate
Retailing
Sales Management and Marketing
Secretarial Studies
Statistics
Textiles

C. *Approved Electives*

Sufficient to bring total up to 64 credits.

II. Adjustments in Requirements and Approval of Choices

(a) Upon permission from appropriate advisors, substitutions for courses required in A (Basic Courses) may be made from offerings of the college in the same area.

(b) Transfer of credit will be accepted from other institutions subject to requirements of the College. A student who supplies proof of equivalency may be excused from any of the above requirements. Substitutions will be required to bring course credits up to minimum State requirements in any of the State's specified groups or in total credits (60) required by the State for the degree. All choices of alternative requirements, or substitutions, and of electives are subject to approval.

III. College regulations concerning scholarship, attendance and related matters are the same as for the baccalaureate degree and are described on page 29.

Students formerly or currently enrolled as special students may continue in that classification.

3 0112 105863093

INDEX

Page

Accountancy, courses in 38
Administrative Officers 5
Administrative Staff 17
Admission:
  Advanced Standing 26
  Bachelor of Business Administration 23
  Master of Business Administration 93
  Master of Public Administration 93
  Conditional 24
  Non-matriculated students 37
Advertising, courses in 46
Art, courses in 43
Athletic Division 81
Attendance 32
Biology, courses in 44
Business Administration, courses in 44
Business Experience 29
Calendar:
  Graduate 98
  Undergraduate 3
Certificates 91
C.P.A. requirements 35
Chemistry, courses in 66
Citizenship requirements 19
City College Store 21
Class Enrollment 32
Courses of study:
  Associate in Applied Science 36
  Bachelor of Business Administration 26
  Diplomas 36
  Master of Business Administration 93
  Master of Public Administration 93
Credit, courses in 50
Department heads 37
Diplomas 36
Economics, courses in 66
Education, courses in 72
English, courses in 74
Fees 19
Finance, courses in 68
French, courses in 88
General information 18
German, courses in 75
Government, courses in 75
Graduate Studies 93
Guidance Program 20
Health Service 82
Hebrew, courses in 79
History, courses in 79
Honors 32
Honor Societies 34
Hygiene, courses in 80

Page

Instructional Staff 7
Insurance, courses in 50
International Trade, courses in 52
Italian, courses in 89
Labor Policies, courses in 68
Lamport House 23
Law, courses in 83
Library 22
Marketing, courses in 55
Mathematics, courses in 84
Medals 33
Military Science, courses in 85
Music, courses in 85
Non-matriculated students 37
Numbering Scheme 37
Philosophy, courses in 86
Physics, courses in 86
Placement Division 21
Portuguese, courses in 89
Pre-professional courses 29
Prizes 33
Psychology, courses in 86
Public Administration, courses in 71
Public Law, courses in 71
Public Relations Bureau 2
Public Relations, courses in 5
Radio and Television, courses in 8
Ratings for academic work 2
Real Estate, courses in 5
Religious organizations 2
Residence requirements 1
Retailing, courses in 5
Romance Languages, courses in 8
Scholarship requirements 2
Scholastic standing 2
Science 6
Secretarial Studies 4
Sociology, courses in 7
Spanish, courses in 8
Special evening courses 1
Specialization 2
Speech, courses in 8
Standing Committees 1
Statistics, courses in 62, 8
Stenography and Typewriting, courses in 4
Student Life, Department of 2
Student organizations 2
Student program load 2
Student publications 2
Student services 2
Testing and Guidance Division 2
Veterans' & Armed Services Office 2
World Politics, courses in 8